National CLEANER AND DYER

First in The Drycleaning Industry Since 1910

OCTOBER, 1957

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Turn-around traffic pattern for drive-in page 37

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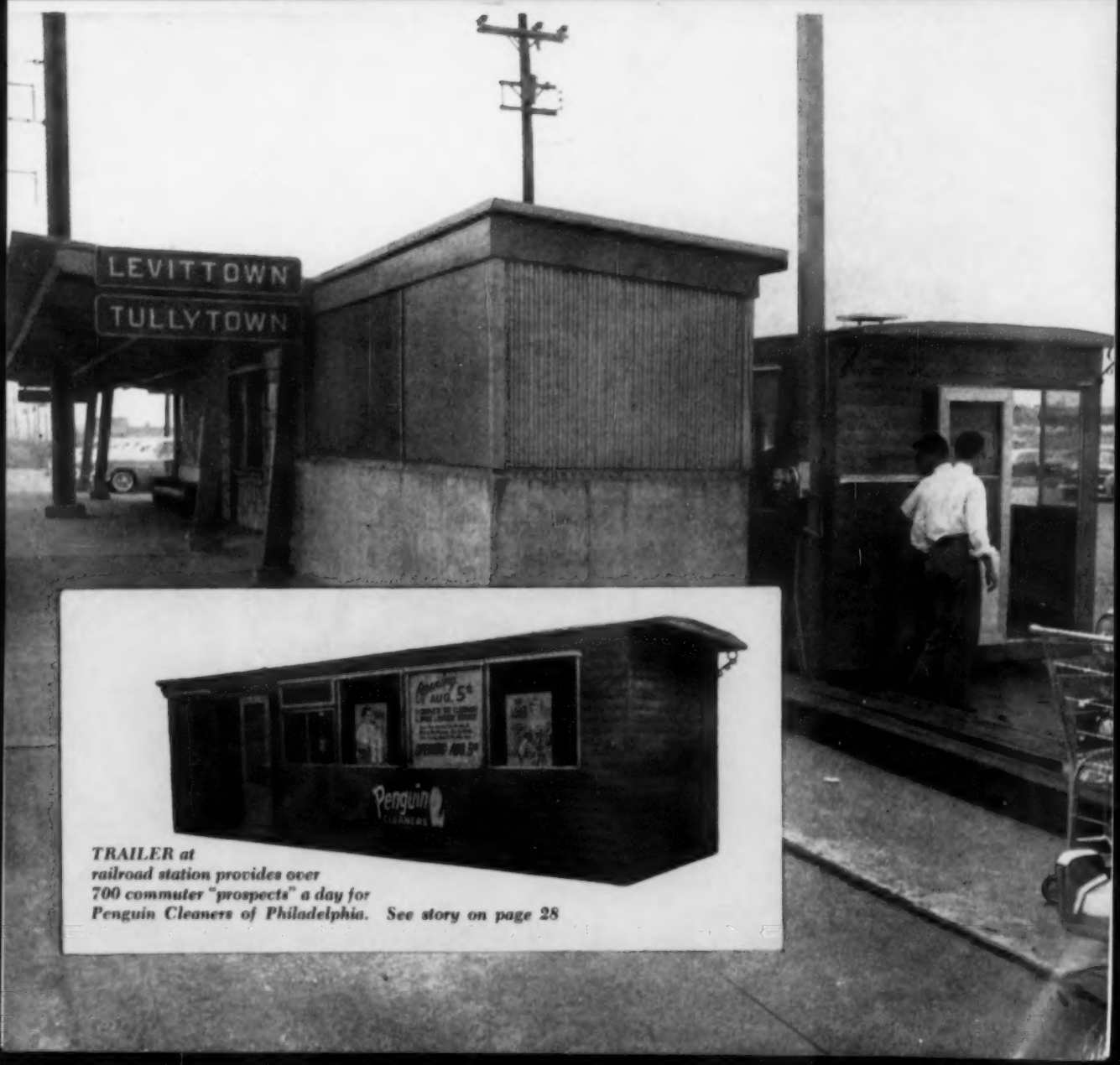


TRAILER at railroad station provides over 700 commuter "prospects" a day for Penguin Cleaners of Philadelphia. *See story on page 28*

Cosmetics in your system can shorten solvent life

—use HYFLO

...it keeps your solvent clean, lengthens cycles

By removing all insoluble impurities and dirt from your solvent, J-M Hyflo* lengthens solvent life. This assures you of low filter pressure and clean solvent for many loads. Hyflo is the original high speed filter powder that gives you high quality work and long filter cycles.

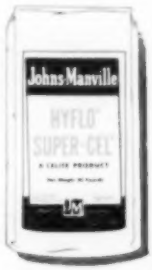
In addition, you can protect your filter screen and be sure of fresh, odor-free garments by precoating properly and adding Hyflo to every washer load. With Hyflo, solvent recovery is almost automatic with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

The complete filter powder service for drycleaners:

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

NEW! a DAVIES-YOUNG synthetic detergent that
PUTS THE DRY BACK IN DRY CLEANING!

BUCKEYE

CODE 166

- MADE ESPECIALLY FOR SYNTHETIC (SOLVENT) PLANTS—results in the "Lint-Free Cling-Free"* Dry Cleaning Process†
- Makes possible high water-soluble soil removal WITHOUT ADDITIONAL MOISTURE. (Moisture can be added, but is not necessary for high-water-soluble soil removal.)

The value of an effective charge system has long been demonstrated to the industry. The next step was to create a detergent for synthetic plants that would also improve the all-important job of *REMOVING SOIL* (more of it, more quickly, and more easily than ever before). Now, with new Buckeye Code 166, the search is ended: *DIRT GIVES UP AND GETS OUT–SO DOES STATIC!*

- **FINISHING IS FASTER AND EASIER . . . MORE ECONOMICAL**
- **WET CLEANING OUTMODED**
- **OUTSTANDING SOIL REMOVAL**
- **NO SHRINKAGE PROBLEM**
- **NO WRINKLING**
- **NO LINTING**
- **NO CLINGING**
- **SPOTTING MINIMIZED**

Embodied in new Buckeye Code 166 are all of the Buckeye-developed anti-static properties of which plants have so profitably taken advantage. Plant-tested properties that drastically reduce spotting and wet cleaning. Amazing safety in handling all fabrics and colors.

Act Now!

Prove to yourself these outstanding features of Buckeye Code 166! Contact your local Buckeye Distributor or The Davies-Young Soap Company and a Buckeye Representative will contact you!

*Trademark of the Davies-Young Soap Company.
†U.S. Pat. No. 2729576; Canadian Pat. No. 528758; other patents pending.

Producers of Quality Products for the Dry Cleaning Industry Since 1844.

SYMBOL OF QUALITY
THE DAVIES-YOUNG SOAP COMPANY
BOX 995 DAYTON 1, OHIO

NATIONAL CLEANER & DYER, October, 1957. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6.00 per year. Volume 48, No. 10. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

Jean Smart says – "Only HOYT designs

BE SURE THESE HOYT

Join the leaders and insist that your new reclaimer has these advanced and exclusive Hoyt features so important to the success of today's . . . and tomorrow's . . . cleaning and finishing methods. The quick advance of new synthetic fabrics, thermoplastics, piles, etc., demands controls never before needed. For instance . . .

QUICK-COOLING CYCLE

Hoyt's Quick-Cooling Cycle permits you to reclaim the last traces of perc while the cooling cycle is in operation, thus reducing or eliminating the need for deodorization. Reclamation continues during this cooling period. It also allows *just* the right basket temperature required.

AUTOMATIC TIMING SYSTEM

The Electric Timing System permits semi-automatic operation, assures correct load runs, frees operator for other duties, guarantees maximum output.

YES, EVEN THE SMALLEST DETAILS

Even the smallest details are covered by Hoyt features.—The Deodorizing Warning Light is an example . . . guards those dollars all too often wasted up the flue.

Pardon, sir, – "Lint?"

King Sized Lint Trap. Ideally located at shoulder height. Easily cleaned in 27 seconds or less.

Pardon, sir, – "Maintenance?"

Designed for quick servicing. Coils, fans, and fan motor are readily accessible from the front of the reclaimer. Handy cleanout door is provided for condenser coil.

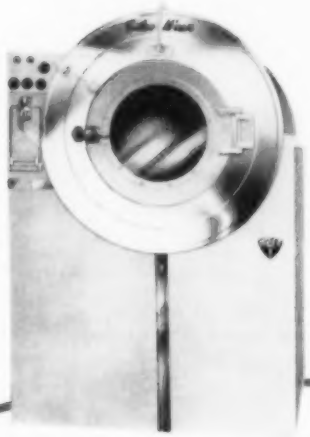
Pardon, sir, – "Size?"

You must have the right size reclaimer. A reclaimer too large or too small for your drycleaning machine continually wastes your time and money. Only Hoyt offers you *all* sizes of reclaimers.

reclaimers to lead with the Leaders!"

RECLAIMER FEATURES* WORK FOR YOU

*Patents applied for.



**

SPECIAL AUTOMATIC CONTROLS
These controls can be ordered with your reclaimer giving the ultimate in solvent reclaiming automation.

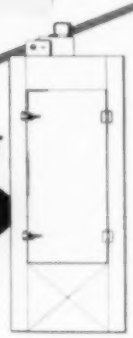
TRIPLE DIAL CONTROL
Permits complete flexibility of any or all cycles—reclaiming, cool-down or deodorizing—flexibility never before obtainable in solvent reclamation control . . . the operator has only to set the dials and is then free for other duties.

TEMPERATURE CONTROL
Temperature is exactly maintained merely by setting a dial—a must in cleaning heat-sensitive pile garments.

LOADTROL
Operator can now vary the cylinder speed to give the proper tumbling action for any size load or type of garment. Small loads, or articles requiring general tumbling, can be tumbled at slow speeds for full aeration and fluffing, eliminating swales, wrinkling, etc. If desired, you can completely stop the cylinder and still have reclamation!

AUTOMATIC WATER CUT-OFF
Water is shut off automatically when machine is not in use. No more going to the rear of the machine—or forgetting—to shut off the water.

** *Special Automatic Group Reclaimer includes all features listed above*



Another HOYT
FIRST
All-Purpose Cabinet

Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and waterproofing methods.

Jean says – *Play it Smart . . . be sure you get Hoyt features on your Reclaimers!*

HOYT MANUFACTURING CORPORATION
14 Forge Road • Westport, Massachusetts

- ☐ Series "57" Super Fast Solvo-Miser
- ☐ Special Automatic Controls
- ☐ All-purpose Cabinet

Name _____

Company _____

Address _____

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Random Thoughts

Funny thing . . . as you read this column, we are coming back home from Australia and New Zealand. You are well into your fall business. The cleaners I left a few hours ago are getting set for summer. . . . And while it seems like worlds apart, there is so much in common between the two continents. . . . While our accents may differ, we are all seeking better ways of production, of fighting for more business and more profits. . . .

Things have happened so fast, it doesn't seem as though we have been gone. . . . Except for missing the family and our business associates. . . . What a mad whirl. . . . If we lived to be a thousand, we could never repay the Australians and New Zealanders for their hospitality. . . . And there were times we felt like a thousand years old. . . . Like the time at—(I think I'll save that for the next issue).

Wonder what that desk of mine looks like. . . . It's bad enough after a week or two, and now it has been five weeks plus the distance around the world. . . . Qantas runs a terrific airline. . . . This was the tip-off on what to expect in the way of friendliness in Australia and New Zealand . . . the airplane has certainly shrunk the old globe and the seasons. . . . In a little over 30 hours flying time we covered half the earth and went from late summer to early spring. . . .

Now I know how Jules Verne must have felt . . . except that I could sing, "Around the World in 35 Days." . . . And every second a wonderful, memorable experience. . . . Can't wait to get back at the typewriter to tell you about it. . . . More next month.

Thought for the Month

Big men are rarely bigoted. Greatness and tolerance are always cradled together.—*Art Schuelke*

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is $15 per 100, one side of a single sheet; $21 per 100, two sides of a single sheet. Additional 100's at $1.70, one side; $1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

OVER 5000 SUCCESSFUL INSTALLATIONS PROVE

THE EFFICIENCY OF STREET'S

Conductivity Control

THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that (through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

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ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, U.S.A.

CANADIAN PATENTS
NOS. 530,043 AND 514,730.
OTHER PATENTS PENDING

DICALITE 7

BARS THE DOOR TO STATIC AND ITS FRIENDS

Your supplier will furnish you with DICALITE 7 if you ask him for it —by name!

Actually, you don't care a hoot about static itself – just its dirty little companions . . . Linting, Dusting, Dulling of Colors, Graying of Whites. But Dicalite 7 keeps 'em *all* out, never gives them a chance to get in. Hundreds of top drycleaners agree – we've got their letters in the file.

What is Dicalite 7? It's a top quality diatomite filter powder, treated by a special exclusive process so that it not only filters the solvent sparkling clean, but makes it conductive as well. Static never gets a foothold, so linting, graying, dusting and dulling can't get their dirty work. Result – fewer re-runs, less spotting, better cleaning; garments are ready on time, customer satisfaction grows greater all the time.

There's no other filter powder like Dicalite 7 – it's exclusive with Dicalite. Another good thing to know – Dicalite 7 doesn't cut the charge in charged system cleaning, in either the one-bath or two-bath method.

DICALITE DEPARTMENT
Great Lakes Carbon Corporation
612 South Flower Street
Los Angeles 17, California

Dependable GLC GREAT LAKES Dicalite® DIATOMACEOUS MATERIALS

TURN PROBLEMS INTO PROFITS . . . . WITH

DETREX--B&G DIALAMATIC CONVEYORS

Increase **Service Efficiency . . .**

Improve **Customer Relations . . .**

Eliminate **Waste Storage Space . . .**

Yes, now you can give service in seconds on every drycleaning order . . . and you can do it without deserting the customer to search for the order. Because now, with Dialamatic Conveyors, your attendant merely dials the order number and the garment is delivered immediately, automatically to the sales counter . . . no more delays, confusion or inefficiency. And that's not all! Patented 30° hanging eliminates aisles, allows you to handle 39% more volume in your present storage area.

Dialamatic pays for itself in time and space savings alone but, more important, Dialamatic increases customer satisfaction, builds traffic, boosts profits. Want complete information? Fill out the coupon below and drop it in the mail today.

Here's What Dialamatic Users are Saying:

"Since installing the conveyors our business has increased approximately 40%."

". . . one of the finest business builders ever to be developed for the drycleaning trade."

"The hours saved at both ends of the conveyors have drastically reduced our costs."

"Our customers constantly comment on the efficiency of our conveyor system."

"We've had customers bring their neighbors into our plant just to show them the conveyors."

DETREX CHEMICAL INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

DETREX CHEMICAL INDUSTRIES, INC.
Dept. OC-70
Box 501, Detroit 32, Michigan

Please send at once, full details on Dialamatic

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

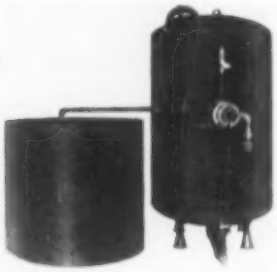
NEW PRODUCTS AND LITERATURE

Handy Repair Kit

A new Klikit snap fastener service kit has been designed for use in drycleaning and laundry repair departments. The service kit includes a special aluminum press, a set of five steel dies and an assortment of 30 Klikit snap fasteners, manufactured by Ban Fastener Company. It is simple, easy to use and handy, the maker claims. Complete instructions are given with each kit.

More information is available from the distributor, Kaycrest Products, 1426 W. Third St., Cleveland 13, Ohio.

Super-Flo by Kisco



The latest addition to the Kisco line of water softeners is the Super-Flo model. This unit is engineered for a nonrestricted, maximum flow of soft water, the company states. By bypassing the Solo Valve and providing the full service through the softener, an increased flow rate of soft water is obtained. The company notes that the convenience of Solo Valve operation is retained and used for regeneration.

The principal difference in the Super-Flo models, Kisco states, is in the larger, unrestricted flow through larger inlet and outlet connections.

Kisco Super-Flo Water Softeners are supplied in capacities of 150,000 to 1,500,000 grains, and these capacities can be doubled by the use of twin units. For catalog information, write to Kisco Boiler & Engineering Company, 2400 Dekalb St., St. Louis 4, Mo.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Drape Pleater by Luecke

A new model of the Luecke Drapery Pleating Machine, designed to pleat-fold any width of drapery, will be introduced this fall. Electrically and air-operated, the new unit is also said to facilitate packaging and handling.

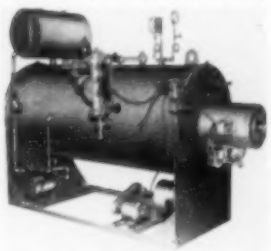
For additional information write to Luecke Drapery Pleating Machine Co., 4831 N. Western Ave., Chicago 25, Ill.

Odorless Rug Shampoo

Multi-Clean Products, Inc., has introduced an improved coconut-oil-base rug shampoo. The new shampoo is a formulated liquid concentrate; a small amount can cover a relatively large area of rug or carpet. Multi-Clean Rug Shampoo has no ether or ammonia odor and cleans with a foaming action that is said to lift out deeply embedded dirt without soaking the rug. According to the manufacturer, it restores original colors and dries quickly without residual soap film, odor or shrinkage.

Additional information may be obtained by writing Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 16, Minn.

Steamaster Packaged Units



A two-pass Scotch Marine boiler is the basis of the new Customline packaged boiler units recently introduced by the Steamaster Boiler Company. Ranging in sizes from 5 to 50 hp., each Customline boiler consists of boiler, burner, induced draft and condensate return system.

The boiler is completely insulated and covered with a protective steel jacket with all refractories installed at the factory. The single-unit construction eliminates the need for bricking and special foundations at the job site.

Minimum floor space is required because of Steamaster's application for the built-in condensate return system. As part of the one-piece unit, this system requires neither additional floor space nor extra piping since all piping is factory-installed, interconnected and ready to operate, as delivered.

Dynathern burners, with combustion safety controls, are standard equipment and are synchronized with a positive induced down draft to assure operating efficiency (either gas or oil), regardless of atmospheric conditions.

Steamaster's nationwide factory sales and service organization has been expanded to provide customers with efficient service.

A new pictorial brochure giving full specifications and detailed information is available from the Sales-and-Service Dept., Steamaster Boiler Co., 5819 Compton Ave., Los Angeles 11, Calif.

Stauffer Chemical Booklet

A new, illustrated 20-page booklet, describing the properties and uses of five important chlorinated hydrocarbons, has been published by Stauffer Chemical Company. The publication contains complete technical data, including typical analyses, solubilities, flash point and density tables and graphs, as well as other pertinent physical and chemical information, for perchlorethylene, trichlorethylene, carbon tetrachloride, methylene chloride and chloroform. One section of the booklet sets forth optimum handling procedures and methods of minimizing waste.

Copies of the new publication are available without charge from Stauffer Chemical Company, 380 Madison Ave., New York 17, N. Y.

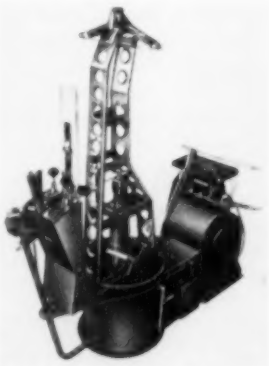
New Zipper Aid

To put an end to stuck or stubborn zippers, a new product, Zip-Eze, has been introduced. A silicone-base lubricant, Zip-Eze is said to have proved a good impulse buying item at call offices.

The product is packaged in a small pink plastic tube with nozzle dispenser. Individually carded and punched for rack display, Zip-Eze is packed one dozen to a self-display box for additional sales convenience.

Distribution of the product to jobbers is through Beco National Sales, Inc., 1315 Harmon Place, Minneapolis, Minn.

Taller Form Finisher



W. M. Cissell Manufacturing Co., Inc., is offering a form finisher with a revolving assembly 6 inches taller than regular models. This unit will be shipped on special order.

The taller assembly is interchangeable on the Cissell Form Finisher with lever-type controls. With the taller assembly an operator can process longer

no matter which method you use for spot removal...

the

RSR

process

is the most dependable

FOR TURNING OUT BETTER WORK WITH GREATEST SAVINGS IN SPOTTING COSTS

FOR RESTORING FABRIC FINISH TO THE GARMENTS YOU CLEAN

Two Superior, High Quality Products That Are Building Sales Volume And Good Will From Coast to Coast.

DRYCON
CONCENTRATED DRY SIZING
SACON
WATER SOLUBLE SIZING

The manufacturing facilities, the laboratory skills, the integrity of the house...stand behind all products of Wallerstein Research

WALLERSTEIN COMPANY, INC. 180 Madison Avenue, New York 16, N. Y.

garments which usually make up about 10 percent of total volume, while the average-length garments, making up about 90 percent of the volume, can be finished on the standard model Cissell Form Finisher.

For complete details write to W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville, Ky.

Bishop Arms Speed Manual Shirt Folding

Fast production and low worker fatigue can be achieved on manual tables with the use of its new SpeedMatic Shirt Folding Arms, according to Bishop David Freeman Co.

Extensively researched, the new unit is said to reduce folding time by two seconds or more per shirt. This permits manually operated tables to produce competitively with semi-automatic and fully automatic tables.

The SpeedMatic Unit consists of a pair of "wing" arms over which a shirt's sleeves and sides are folded, a pair of "hold-down" arms which prevent bulging or breaking of sleeves and cuffs while the sides of the shirts are being folded, and a housing for the operating mechanism, mounted at the top of the table near the hinged end of the shirt blade (sized to the user's specifications). The wing arms open outward automatically while the blade is being lowered onto the back of the positioned shirt; the hold-down arms lower automatically onto the folded-over sleeves and cuffs when the first wing arm is raised to begin folding the shirt's side.

The manufacturer advises that one of the biggest benefits offered by SpeedMatic Arms is the ease of training new operators.

The maker states that the unit does not require any change in a user's folding procedure or preferences. It can be installed in a matter of minutes on any type of manual table. SpeedMatic Arms are reported to be equally efficient on both side-fold and front-fold tables, and for any length and width of fold. A simple screw adjustment permits any user to have exactly the tautness or looseness of fold desired. Clearly illustrated, easy-to-read operating instructions are furnished with each unit.

Full details about SpeedMatic Folding Arms may be obtained by writing Bishop David Freeman Co., 1600 Foster Ave., Evanston, Ill.

Tray-Tops by Bock

The Bock Laundry Machine Company is now offering Tray Tops as an integral part of the Model M-100 Extractor as well as its Models 200, 400 and the entire Bock-O-Matic series of extractors.

Known as the M-100 Tray-Ex, this extractor features a fiber-glass curb and Tray-Top. The standard Model M-100, with stainless-steel curb, is still available, but cannot be fitted with the Tray-Top.

Constructed of Bocklite (fiber glass), these Tray-Tops are light, strong and resistant to rust and chemical action, according to the manufacturer. No plumbing or special tools are necessary to install these Tray-Tops. They can be fitted to any open-end washer, the manufacturer states.

Tray-Tops eliminate the need for lifting heavy, wet laundry from the washer into the extractor. Fitted under the washer door and draining into the extractor, the Tray-Tops make it possible to simply slide the laundry into the extractor.

Bock Tray-Tops are available in right-hand, left-hand or double-washer installations. Tray-Top extensions are also offered which make it possible to serve as many as four washers with a single extractor.

Bock-O-Matic Extractors (sizes 25-, 50- and 85-pound capacity) are especially suitable for Tray-Top mountings since they are much lower than most extractors of similar capacity, making it possible to link them to many washers without any alteration in the height of the washer.

Write for complete details, including over-all dimensions of the Tray-Tops, to Bock Laundry Machine Company, Toledo Factories Bldg., Toledo 2, Ohio.

New Buckeye Detergent

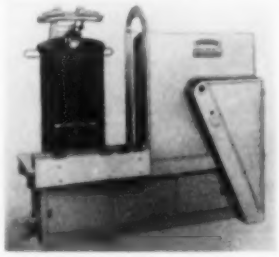
A new detergent specifically formulated for perchlorethylene solvent has been developed by the Davies-Young Soap Co. The product has been extensively researched and field-tested, under the direction of Dr. Ralf B. Trusler, director of research.

Called "Buckeye" Code 166 the new detergent is said to increase water-soluble-soil removal. It is used "dry," but moisture can be used if desired. It will operate on a 2 percent charge, either single or double bath. Production is said to be speeded up through decreased spotting and wetcleaning and increased ease of finishing.

Buckeye Code 166 will be made under the same patent as that for "lint-free, cling-free" drycleaning. Like its predecessor, Clean-Charge, it eliminates static electricity and the clinging of garments to the body, the manufacturer claims.

For complete details write to Davies-Young Soap Co., 705 Albany St., Dayton, Ohio.

New Unipress Unit



The Unipress Company has announced production of its new Model BAS One Lay Bosom, Body and Yoke Press. To simplify the pressing operation by eliminating extra handling of shirts, Unipress has added a full yoke press to the traveling buck. This addition also saves floor space.

The unit is equipped with an automatic sprayer, automatic counter for registering the amount of production, and chromed heads. The model is available in a choice of seven colors.

Address further inquiries to The Unipress Company, 2800 Lyndale Ave. S., Minneapolis 8, Minn.

Hild Introduces New Vacuum and Floor Machine

Two new additions to its line of carpet and floor maintenance equipment have been announced by Hild Floor Machine Co., Inc.

A new 15-gallon vacuum cleaner (illustrated at left) has a special intake that can be used with 1½-, 2- and 3-inch hose. This feature allows the operator to switch from 1½-inch hose for

Continued on page 92

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

It's Here!

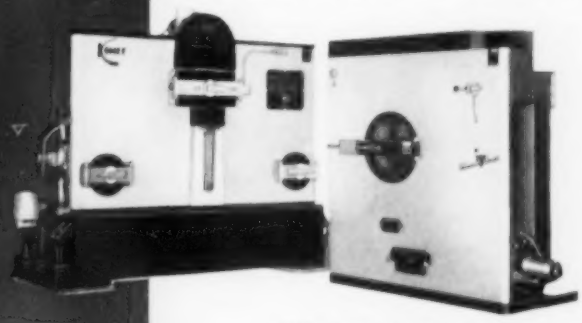
The 50-pounder of tomorrow...ready to EARN PROFITS for you today!

VIC automatic KOMET

The VIC KOMET streaks ahead of all other 50-pounders! It has the MOST GENEROUS CYLINDER ever designed for a 50-pounder. (Compare—you'll find Vic's is the most conservatively rated.) It has the famous VIBRO-PROOF SPRING MOUNTING that absorbs vibration, permits immediate installation on second or third floor. It's DIAL-O-MATIC—you change the cycle any time at the flick of a dial. Choose yours now in either two-bath or one-bath. It's the VIC KOMET for top production and top profits—see your nearest VIC jobber quick as a flash!

No other 50-pounder can make all these statements:

- It's a 50-pounder with a 14.54 cubic feet cylinder! (Compare this to any other 50-pounder on the market today!)
- It's a 50-pounder with a 3000 gallon tubular filter! (Other size filters available)
- It's a 50-pounder with split tank construction—two-bath operation in one-bath floor space!
- It's a 50-pounder that prevents intermingling of the two solvents!
- It's a 50-pounder that gives BIG, BIG, BIG solvent mileage!
- It's a 50-pounder with handy Vic Level Control that washes lightly and heavily soiled articles at any preset levels!
- It's a 50-pounder at an attractive low price!



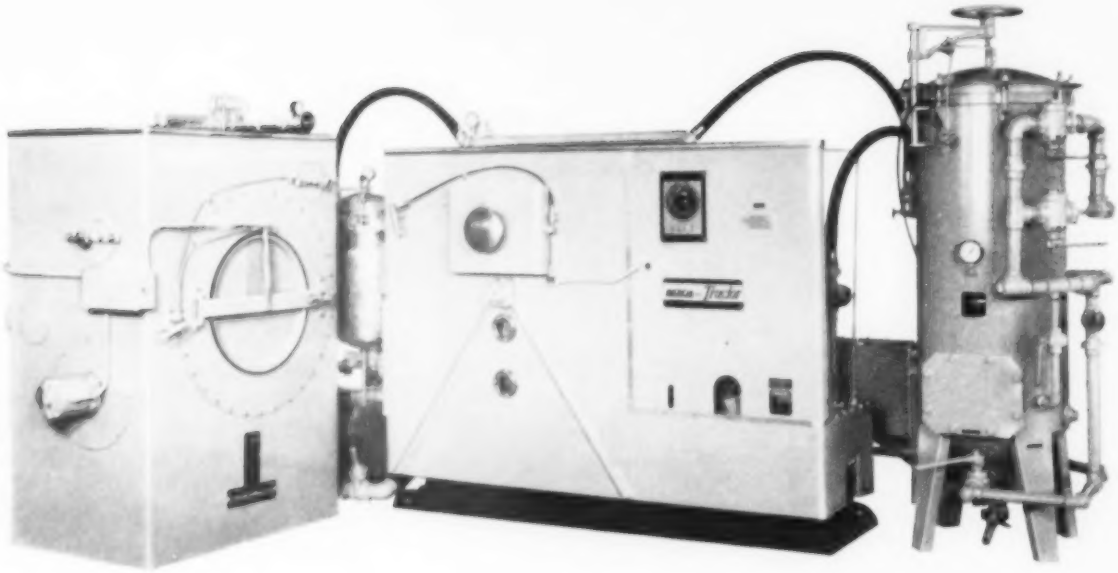
Write Dept. NO-276 for fast information on the Vic KOMET!

dedicated to helping your business grow

VIC MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

CAPACITIES FROM 20 TO 100 LBS. PER LOAD • SALES AND SERVICE IN ALL PRINCIPAL CITIES



American Model 60 Truclor 2-Bath Unit with American-Piazza Sludge Accumulator-Stripper. Using a charged soap solution, the Truclor thoroughly cleans up to 125 pounds of garments per hour, provides maximum savings in labor and supplies.
Separate filters for both wash and rinse baths, and continuous distillation of rinse bath keep solvent exceptionally pure. Built-in, above-ground solvent tanks require no special foundation, make installation easy.

Another American exclusive...

TRUCLOR DRY CLEANING UNITS NOW FURNISHED

American Cleaners Equipment Company · Cincinnati 12, Ohio

Division of The American Laundry Machinery Company

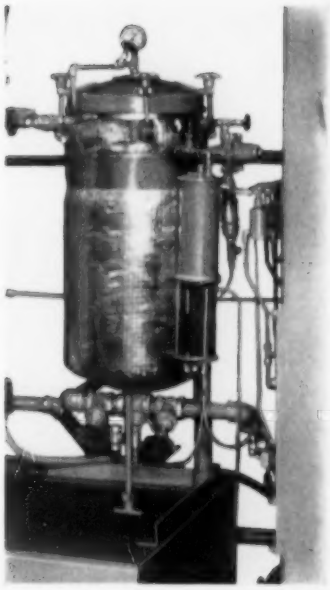
Even the finest products can be improved upon, and the American Truclor Dry Cleaning Unit is no exception. Addition of the American-Piazza Sludge Accumulator-Stripper as standard equipment enables us to make the Truclor an even finer dry cleaning unit than ever before. Here's why an American-Piazza equipped Truclor will mean greater profits for you:

American-Piazza equipped Truclor saves solvent. You save two to four gallons of solvent every back-wash. This means many more garments can be cleaned with each drum of solvent.

American-Piazza equipped Truclor guarantees the finest-quality cleaning. The secret, of course, is clean filters. Daily back-wash, a simple operation with Piazza, prevents pressure buildup by keeping filters free of sludge, provides maximum circulation of solvent for top-quality cleaning.

American-Piazza equipped Truclor saves time and labor. Simple to operate. A quick turn of valves will back-wash filter sludge into Piazza Unit while the day's last load is being dried. After draining overnight, solvent contained in the sludge can be virtually 100% recovered in a 2½ to 3 hour period—without interfering with normal operation of dry cleaning unit. No messy transfer of dirty sludge from separate accumulator to a separate cooker encourages operator to back-wash filter daily.

Find out how a Truclor Unit with an American-Piazza Sludge Accumulator-Stripper will save solvent, improve quality of cleaning and increase unit production in your plant. Ask your nearby American Man from the Factory for a personal demonstration, or write for catalog BF543-002.



American-Piazza Sludge Accumulator-Stripper can be mounted right on auxiliary solvent tank to save floor space. Spun glass and aluminum foil insulation around the Piazza Unit prevent excessive heat loss and recondensation, reduce steam consumption to less than one boiler horsepower per hour.

WITH AMERICAN-PIAZZA* SLUDGE ACCUMULATOR-STRIPPER

**As part of a continuous program to provide the dry cleaning industry with the finest products available, The American Cleaners Equipment Co. has secured ownership and manufacturing rights on the famous Piazza Sludge Accumulator-Stripper. The American-Piazza is now furnished as standard equipment exclusively on Models 30 and 60 Truclor and Synclor Dry Cleaning Units.*

You can expect more from

American

American Cleaners Equipment Co.

Best way to get finer cleaning at less cost—

Specify Honeywell Humidity

You save on spotting time—because the Honeywell system adds moisture to the garment in the washer. Spotting is necessary only on the most stubborn garments.

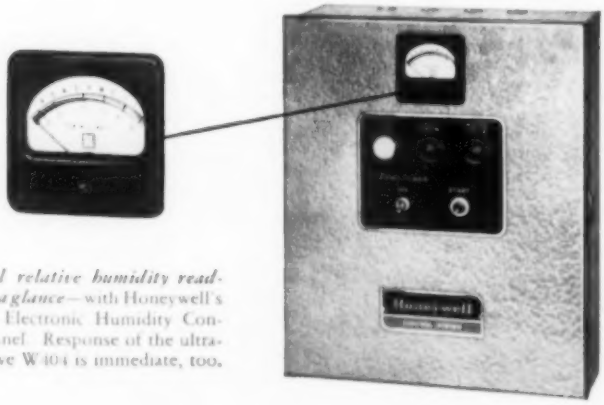
You save on pressing time—labor costs are less because presser spends less time per garment. And because fabrics come from washer with fewer wrinkles, pressing returns are reduced.

Honeywell Humidity Controls—now available on leading washers. Or you can order

You get consistently fine cleaning *only* if the solvent relative humidity in your washer is correctly matched to the needs of each clothes load.

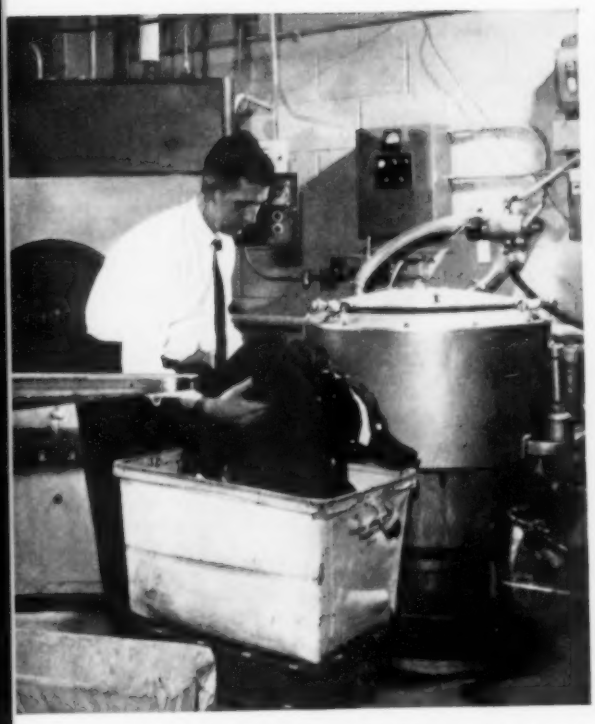
That's why more and more progressive washer manufacturers are making Honeywell's Relative Humidity Control Panel standard equipment on their washers—or accommodating their washers for field installation. *The W404 panel gives complete sensitive and accurate control of your solvent,* plus immediate visual indication.

The Honeywell W404 Humidity Control Panel can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. No adapting machinery is required.



Actual relative humidity reading at a glance—with Honeywell's W404 Electronic Humidity Control Panel. Response of the ultra-sensitive W404 is immediate, too.

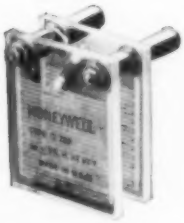
Controls on your next washer!



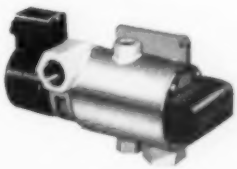
You save on washer operation—easy to operate, you don't need highly trained operators. So little supervision is required that if regular operator is out for a day, a substitute can easily handle the washer.

You end customer complaints—there is less spotting, wrinkling and shrinkage—brighter colors, fewer breaks . . . less color bleeding and fabric piling—all this means more *satisfied* customers for you.

any-make washer with mounting facilities for easy field installation.



Gold Grid Humidity Control—reacts immediately to slightest humidity variation. Adds water the exact instant clothes need it.



*Vapo-Lator**—gives precise measure of water content of dry cleaning solvent mixture. Insures correct metering of water into washer.

Do you know which washers come with the most modern humidity control? Send for recommended list of washer manufacturers offering Honeywell Humidity Controls as standard equipment.

Call your local Honeywell office, or write Minneapolis-Honeywell, Dept. ND-10-222, Minneapolis 8, Minn.

Honeywell

First in Controls

*Trademark

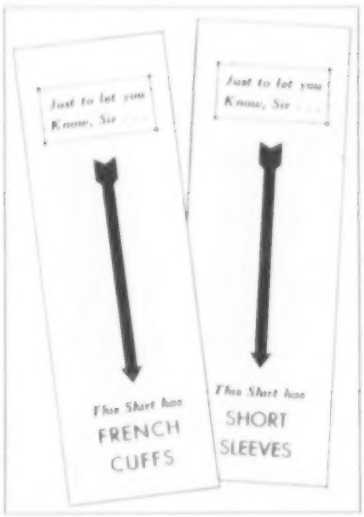
BUSINESS BUILDERS

Cartoon Tie-In

Oversized cartoon drawings on the call-office windows tie in with newspaper advertising at Troy Laundry & Drycleaners, Detroit, Michigan. Each week the plant runs a newspaper advertisement promoting a specific service. Artwork in the ad features some type of cartoon, drawn by the plant-owner. This ties in with the theme of the advertisement.

Large replicas of the newspaper cartoons are placed on the plate-glass windows at the call office. This affords an inexpensive follow-up to the newspaper promotion and is an easy way to merchandise plant services.

Shirt Reminders



Stero Cleaners of Buffalo, New York, has been in the shirt laundering business only one year, and already its shirt service is widely accepted.

One reason why Stero's shirt volume has jumped to a 5,000 weekly mark is a gimmick that one of the plantowners, Harold Erenreich, developed.

One cold day Mr. Erenreich opened a packaged shirt, only to find it had short sleeves. He then decided that it would be a good service to help distinguish between the customer's short-sleeve and long-sleeve shirts as well as those with French cuffs.

Mr. Erenreich had slips printed, about 6 inches long and 2 inches wide, in pink and yellow, to denote which type of shirt the customer was getting back. The slips were inserted in the neck of the shirt. The yellow one read, "Just to let you know, sir . . . this shirt has short sleeves." The pink one was placed on shirts with French cuffs.

The gimmick was well worth the effort, as found through customer praise.

Star Watchers

Customers of Flair Cleaners, Coral Hills, Maryland, seldom throw away their cash register receipts before examining them very carefully. Because if the customer finds a small red star on his receipt, his purchase is free.

This is an idea used by owner Ed Borstein to create some interest in the customer each time he enters the plant. A large sign outside the call office advertises the fact that customers may receive free cleaning if they have the red star on their receipt.

The stars are placed at certain intervals on the cash register tape and the number of free orders is controlled. Thus, this type of promotion pays out not in cash, but entirely in services.

Formal Gowns Spotlighted

As part of its call-office decor, Anton's Cleansers, Andover, Massachusetts, has a wall-type decoration that separates the office from the plant's shirt unit. The wall is made up of different colored and shaped blocks that are attached to vertical poles.

John Antonopolis, one of the plant-owners, has found a functional use for the wall.

When the plant first opened in May, a formal gown was brought into the plant for cleaning. After the gown was finished, the management found that the dress could not be bagged without being crushed.

For lack of a better place to put the gown, it was hung on one of the blocks of the decorative wall. At the same time it was serving as an advertising gimmick to customers who entered the call office.

Customers saw the gown, noted the cleaning job, and when June arrived with its weddings and graduations, the plant began to do quite a bit of formal gown cleaning.

One particular week, Anton's had occasion to hang eight dresses on the blocks, with a long wedding gown in the center. The display made quite an attractive showcase of cleaning.

Above the wall is a set of spotlights that highlight the plant in the evening. When the owner of the wedding gown passed by the plant, she saw her gown on display. The next day she brought all her friends to the plant to see the gown.

Thus, by displaying its work, Anton's attracted many customers for cleaning of formal wear.

no time spent on...

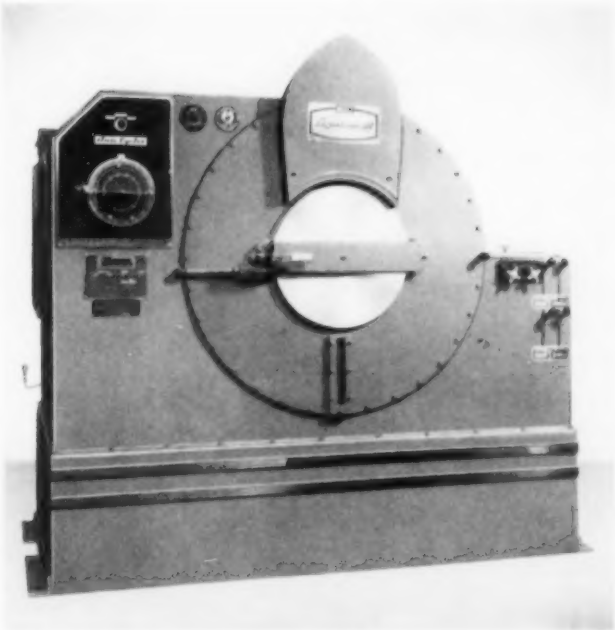
dividing ***loads***

balancing ***for extraction***

jogging ***for load and unload***

more time saved for...

sorting, spotting, hanging after tumbling and other fill-in jobs



Above: P-45 Syntomat for 45-pound loads. Available also in 65 and 100-pound models

NEW SYNTHETIC

P-45 Syntomat

by WASHEX

Truly the Drycleaner's machine:

- Superior OPEN-POCKET cleaning. Reversing cylinder.
- OPEN-END loading and unloading, just like a tumbler!
- Exclusive AUTOCYCLER Automation—full-range adjustability for any process . . . manual controls within easy reach, whenever desired.
- Standardized "package" machine with built-in twin tanks and pumps for single or two-bath operation.
- Maximum solvent mileage—direct sludge transfer from automatic filter to sludge cooker.
- Dependable, heavy-duty WASHEX construction—no troublesome gears or overrunning clutches.

All of which means WASHEX actually COSTS LESS—get all the exciting details from your Washex Distributor or write today—

WASHEX MACHINERY CORPORATION

192 Banker Street • Brooklyn 22, N. Y.

7-276

NOW! SERVICE with a capital S

. . . on your HOFFMAN equipment

It's not enough to have top-notch equipment in your business . . . the finest service possible in parts and maintenance is also a must. Service—with a capital S—is emphasized, *now*, by your Nicholson sales and service organization.

Hoffman laundry, dry cleaning and pressing equipment has long been known for its superior design, quality construction, ease of operation, productive capacity. Backing up the complete Hoffman line, the Nicholson organization is set up to give you the dependable service you need to keep your plant operating at top efficiency.

From Nicholson you'll get

NEW equipment design and performance

NEW prompt maintenance service

NEW fast parts service

. . . all that you need to give you maximum production at lower cost.

Nicholson understands your problems . . . your requirements . . . the kind of help you need. You can depend on Nicholson!

A satisfied customer is our first interest

NICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices — 12 Oregon Street, Wilkes-Barre, Pa.

Try this test to see what kind of cleaning job you're doing. Run half of a clean piece of white cotton or rayon through your washer. Dry it and press—then compare the "cleaned" half with the original. If it looks gray, you're trying to clean with dirty solvent!

Don't take chances on losing customers through dull, dingy cleaning—when it's so easy and economical to keep your bath in top condition with DARCO DC activated carbon.

Use DARCO DC regularly. First thing each morning, get your filter ready for quality cleaning all day long, by charging with DARCO DC. This way, your solvent never gets dirty!

Use enough DARCO DC. The difference between good cleaning and poor is only a few cents a day. Your DARCO distributor will be glad to advise you how much DARCO you need daily in relation to your filter capacity and production volume.

DARCO DC is the most effective way known to take out all bleeding dyes, odors and fatty acids in a single sweep. DARCO saves soap and solvent, too. Order from your DARCO distributor today, in the handy 2-pound "Carbon-Meter" bags, 25 to a carton.

Write for your copy of the new DARCO *Drycleaning Manual with the tear-out* "How-to-Use-It" *chart.*

DARCO

CHEMICALS DIVISION
ATLAS POWDER COMPANY
WILMINGTON 99, DELAWARE
In Canada: Atlas Powder Company, Canada, Ltd.
Brantford, Ontario, Canada

GADGETS and GIMMICKS

Convenient Thread and Button Storage

Wheel-shaped button jar holders and a plant-built spool holder keep things neat in the sewing department at Madera Cleaners and Laundry in Madera, California.

Buttons are stored by size and color in two round wall racks. Each rack can accommodate 12 glass jars. Each glass jar has a ⅔-cup capacity and screws into its top, fixed to the wheel.

The wooden thread-spool holder holds 17 large spools or 29 small spools on each row. The rack is 30 inches square and is made entirely of 1-by-3-inch boards. Each shelf is set at a slight angle, with finishing nails set into drilled holes about ¾ inch back from the leading edge.

Arc Unites Call Office and Plant Area

When Jay Cleaners occupied its plant in Framingham, Massachusetts, owner John Fiore found that the only connection between the call office and the plant was a swinging door.

Because of the layout it was impossible for a person in the plant to spot someone entering the call office. Thus, counter girls had to be in the call office at all times, often having nothing to do.

Mr. Fiore then decided that by knocking out the wall between the plant and the office he would accomplish several purposes. First, he allowed the call office girls to do marking and assembly when not serving customers. This eliminated an extra employee.

He created more visibility in the plant by allowing the light from the call office to travel back. He established a second counter to save the girls steps when they were working on other jobs.

The illusion of a separation of the plant and the call office was created by leaving an arc over the second counter. At the same time Mr. Fiore allowed the customers to view the activity in the plant.

Filing Cuts Invoice Loss

In its first week of business Anton's Cleansers, Andover, Massachusetts, found that many customers were losing their invoices or forgetting to bring them in.

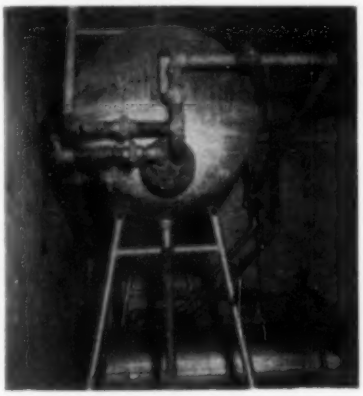
Since the plant stores all its work on automatic conveyors, call-office help would have to search up and down the racks to find the garments of a customer who could not produce his invoice.

To ease the problem, Anton's had a sign made explaining to the customers that the plant would need 24 hours to locate a garment when the ticket was lost or misplaced.

The sign also said that Anton's would file the invoices to prevent loss. With this system, the number of the hook on the conveyor would be placed on the invoice and the ticket could be filed alphabetically.

As soon as the sign was exhibited, many customers took advantage of the filing system and the numbers of misplaced tickets decreased. A customer who does not take advantage of the filing offer and loses his ticket still has to wait 24 hours for his garments to be located.

Free Hot Water



Installation of a shirt laundry required an adequate supply of hot water at Rivard's Cleaners of Windsor, Ontario, Canada. It solved its problem with this 500-gallon tank which has coils inside. The steam return lines are piped to pass through this chamber before going to the condensate tank.

So far this setup has handled the plant's requirements. If the load is too great for it to handle, the piping is so arranged that the steam direct from the boiler can pass through the coils instead. A bypass valve hook-up then permits the condensate to return direct to its tank.

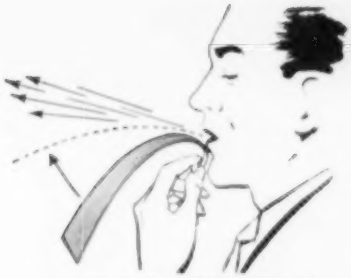
ALL YOU NEED IS A STRIP OF PAPER!

See for yourself

how this unique Sarco TD steam trap operates

. . . why it's so simple . . . so trouble-free

. . . so effective



THE PAPER EXPERIMENT

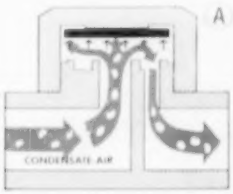
Hold a strip of paper (about 1⅜" wide by 7" long) directly under your lower lip. Blow — creating **low-pressure** area above the paper. It will be forced **upward** by atmospheric pressure, rising to horizontal position!

SO SIMPLE – this is way same principle works in Sarco TD steam trap

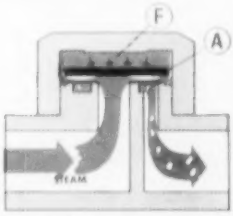
1. Substitute a simple Sarco valve disc for the strip of paper.

2. Substitute a high velocity jet of steam for the jet of air.

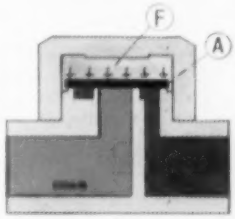
3. Direct steam jet across bottom of Sarco valve disc. This creates **low-pressure** area under disc – resulting in **downward** valve-closing force.



A. Inlet pressure raises disc "A" from seat . . . immediate discharge of air and condensate.

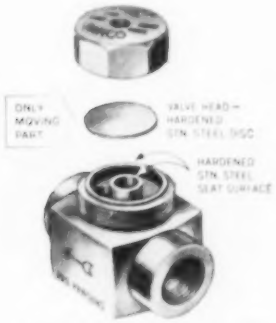


B. Steam follows condensate and the high velocity jet across bottom of disc "A" creates low pressure area (Bernoulli effect) . . . jet is deflected into chamber "F" where it builds up pressure by recompression and this pressure acts on top of disc "A" . . .



C. Pressure in chamber "F", acting on full top area of disc "A", exceeds force of incoming steam and low pressure area under disc . . . and immediately forces it down, closing inlet. As condensation decreases pressure in chamber "F", disc rises and steps **A** or **B** repeat.

No other steam trap like it! The Sarco TD embodies the most important advance in steam trap design in years . . . the thermodynamic principle. Introduced in 1953, the Sarco TD has been thoroughly service-proven. Thousands have been installed . . . are providing a level of trapping efficiency and economy heretofore unobtainable.



Small size . . . large capacity

Only 3 parts . . . all stainless steel. Sizes ⅜ to 1" – each body is as small as a tee fitting! Capacity is determined not by a bulky body but by the effective orifice, valve action, pressure drop and condensate temperature.

A FEW OF MANY ADVANTAGES

- *Practically no maintenance* – no valve mechanism, no narrow channels. Trouble-free, simple design.
- *Cuts trap inventory* – one large capacity seat for all pressures . . . for heavy, light or no condensate load.
- *Self-adjusting for pressures 10 to 600 psi* – not a single change or adjustment required.
- *Operates perfectly when pressure fluctuates* – throughout full pressure range.

See for Yourself

We will gladly send you a Sarco TD Steam Trap and strainer for 60-day trial. No cost or obligation. You buy the TD *only* if you're completely satisfied. Advise size – ⅜, ½, ¾ or 1" – and application. Sarco Company, Inc., 635 Madison Avenue, New York 22, N. Y.

2205-C

SARCO Thermo-Dynamic STEAM TRAP

THE MODERN TRAP THAT IS MAKING STEAM TRAPPING HISTORY!

"NATIONAL'S electric typewriter enables us to post accounts payable, accounts receivable, and payroll on the same machine."

QUALITY SERVICE is a long-standing policy at Greene's Cleaners.

MRS. PAT GREENE, co-owner of Greene's Cleaners, Ann Arbor, Michigan.

"Our *National* System saves us $7,200 a year... pays for itself every 10 months"—Greene's Cleaners, *Ann Arbor, Michigan*

"Investing in a new National Cycle-Billing Machine and a National Route-Control Machine was one of the wisest moves we ever made!" writes Mrs. Pat Greene, co-owner of Greene's Cleaners. "These two machines have eliminated all accounting overtime and errors in addition, despite a 25% increase in business volume. They save us over 300 hours per month on the accounts receivable and route-control operations alone.

"National's built-in electric typewriter enables us to post accounts payable, accounts receivable, and payroll on the same machine. As a result of this added efficiency, our customer and route-men figures are always up-to-date, and we enjoy better control over the business than ever before.

"All in all, our National System saves us more than $7,200 a year—it pays for itself every 10 months. Because of their outstanding performance, we are glad to recommend Nationals to any cleaning business."

Pat Greene
Co-Owner of Greene's Cleaners

A modern National System can eliminate overtime and improve control in your cleaning operation, too. For full details on how Nationals will save you time and money, consult your nearby National representative. His number is listed in the yellow pages of your phone book.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

989 OFFICES IN 94 COUNTRIES

*TRADE MARK REG. U. S. PAT. OFF.

National*

ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS
NCR PAPER (NO CARBON REQUIRED)

for
maximum moisture
cleaning at its best...
PACEMAKER*
CHARGE SOAP
The spectacular properties of this recently introduced soap has drycleaners all over the country kissing old fashioned soaps goodbye. PACEMAKER has everything ever wanted in a moisture charge soap. Outperforms on only 1% to 2% charge, outcleaning even dark, heavy 4% charges. Less soap and solvent are used . . . rinsing can be eliminated . . . distillation is minimized. Removes both water soluble and carbon soil completely, without redeposition. Leaves no breaks or wrinkles to work out . . . no disturbed sizing.
SEE FOR YOURSELF
Ask your jobber salesman or Caled representative for a Pacemaker demonstration today.
*TM Reg. App. For
QUALITY PRODUCTS
CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

EDITORIALS

E Pluribus Unum

There is a great lesson to be learned from this phrase appearing on American currency. Of course it refers to the fact that our nation is made up of individuals who collectively comprise the United States.

The same is true of the drycleaning industry. While we may think that each of us is in direct competition with each other, it is not true. We are all linked together in a common fight for the consumer dollar. Together we are battling the butcher and baker and others for our fair share of the market. What each of us does is helpful to all drycleaners.

That is the basic thinking behind the contest sponsored last year by the National Institute of Drycleaning. The "Spirit of Service" award contested by various associations was not intended to show up one group against the other.

The real purpose behind this, as in any contest, is to point up to the participants how much good can derive from any collective effort. It shows what can be accomplished when extra effort is applied.

The lesson took effect in California, at least. The drycleaning association is currently engaged in a cooperative advertising program of all member plants. These Californians know that a program supported by many plants divides the costs, but multiplies the gains to each individual cleaner.

We urge all cleaners in that state to support the program. And that same advice applies to other association members around the country whose officials have the same farsightedness. As we have said before, every cleaner is the *other* cleaner's best friend, to paraphrase the NID slogan.

They say it's easier to give than to receive. These days giving is made even easier through united community campaigns where everybody benefits through one single campaign a year. Give your fair share the United Way through your United Fund or Community Chest.

"As ye sow" may be strange words coming from your drycleaning magazine. But that advice was never brought home more forcibly than at the last Back Home Day convention of the alumni of the National Institute of Drycleaning.

Everyone lucky enough to be there cannot help but profit from the ideas and experiences freely shared by the cleaners who spoke on the program. The speakers, in turn, will gain as well from the comments of their fellow speakers. It's this willingness to share ideas that makes this convention the outstanding program it always is. This year's harvest will be abundant.

In addition to summer wash-and-wear garments, clothing manufacturers will market winter fabrics with the same wash-and-wear features. A few spasmodic rebuttal campaigns on the part of the cleaners will not be enough. This is developing into a year-round battle within the very near future.

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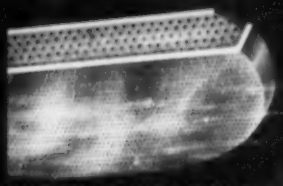

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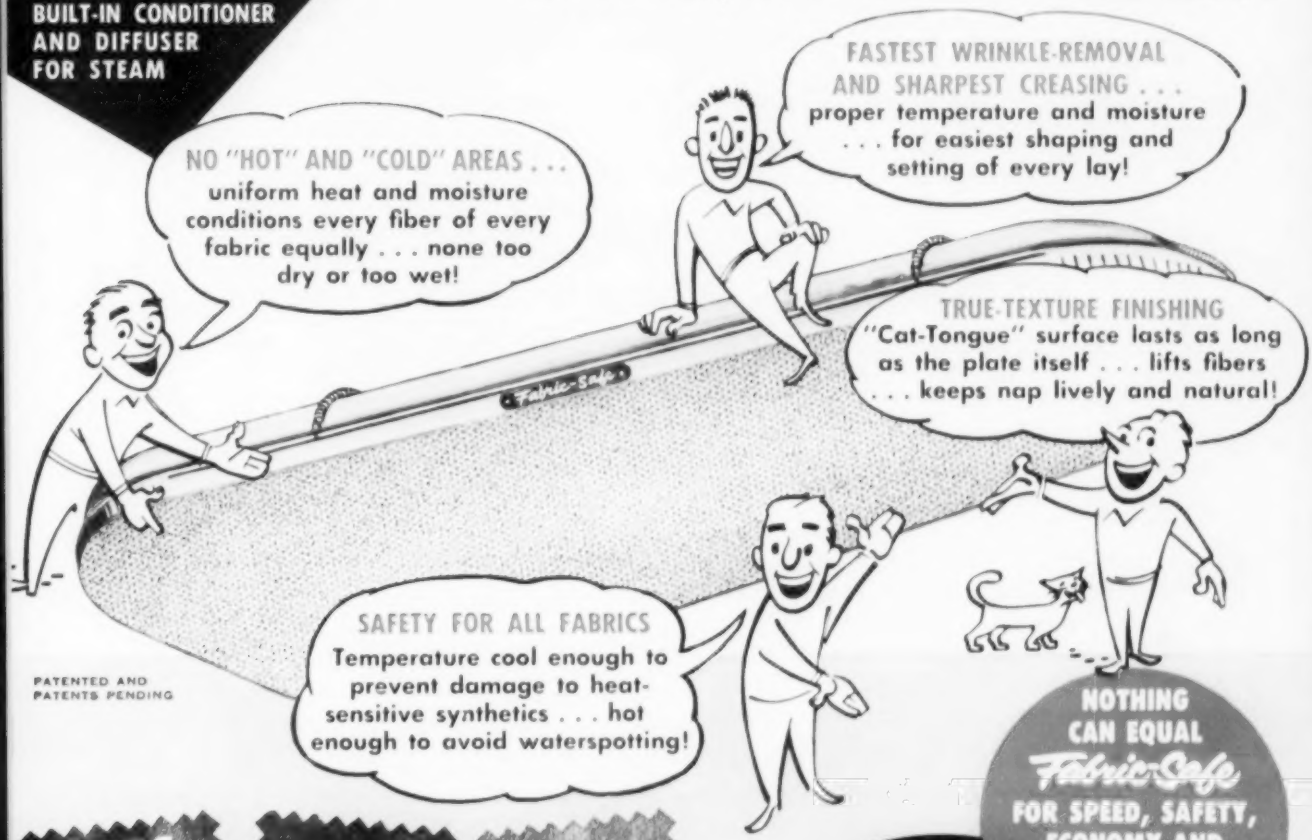
PROVED on 60,000 PRESSES!



PATENTED AND PATENTS PENDING

NOTHING CAN EQUAL Fabric-Safe FOR SPEED, SAFETY, ECONOMY AND QUALITY OF GARMENT FINISHING

ENDS STEAM MARKS

Inner plate blocks jets from head . . . spreads the steam evenly and safely

STOPS MOIRE

Outer plate's surface is textured to prevent any wavy marks or streaking

CUTS SHINE

Inner plate lowers heat to stop glaze; outer plate breaks up light reflection

GET 10% MORE PRODUCTION!

EQUIP ALL YOUR PRESSES WITH Fabric-Safe

Fabric-Safe SIZES TO FIT ALL MAKES AND MODELS OF "UTILITY" PRESSES

Utility sizes, 38" to 45", including Hoffman CO-5 Pantex 41, Pros 443	$29.85
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BISHOP DAVID FREEMAN CO.

MANUFACTURERS, EVANSTON, ILL., U. S. A.

CUT YOUR OPERATING COSTS WITH BISHOP LABOR-SAVERS!

you may not be too aware of other magazines but

Man! Do You Respond to National

To our subscribers: many thanks for taking part in a recent, national survey.*

The survey asked you to rate all the drycleaning (and combination laundry/drycleaning) magazines you receive. And your answers prove once more that, beyond a doubt,

YOU WANT NATIONAL CLEANER & DYER MORE THAN YOU WANT ANY OTHER MAGAZINE AVAILABLE TO YOU!

In this report you'll find your answers to Survey Question No. One: "Which dry-cleaning magazines do you receive?"

This question *tests your awareness of the publications that come into your plant.*

93.6% of you are aware that you receive NATIONAL. (*Special hint to the other 6.4%: better check on who's snitching your copies of the field's leading magazine.*)

But those of you who are aware you receive Magazines B, C and D dwindle from 80.3% to a low of 22.1%.

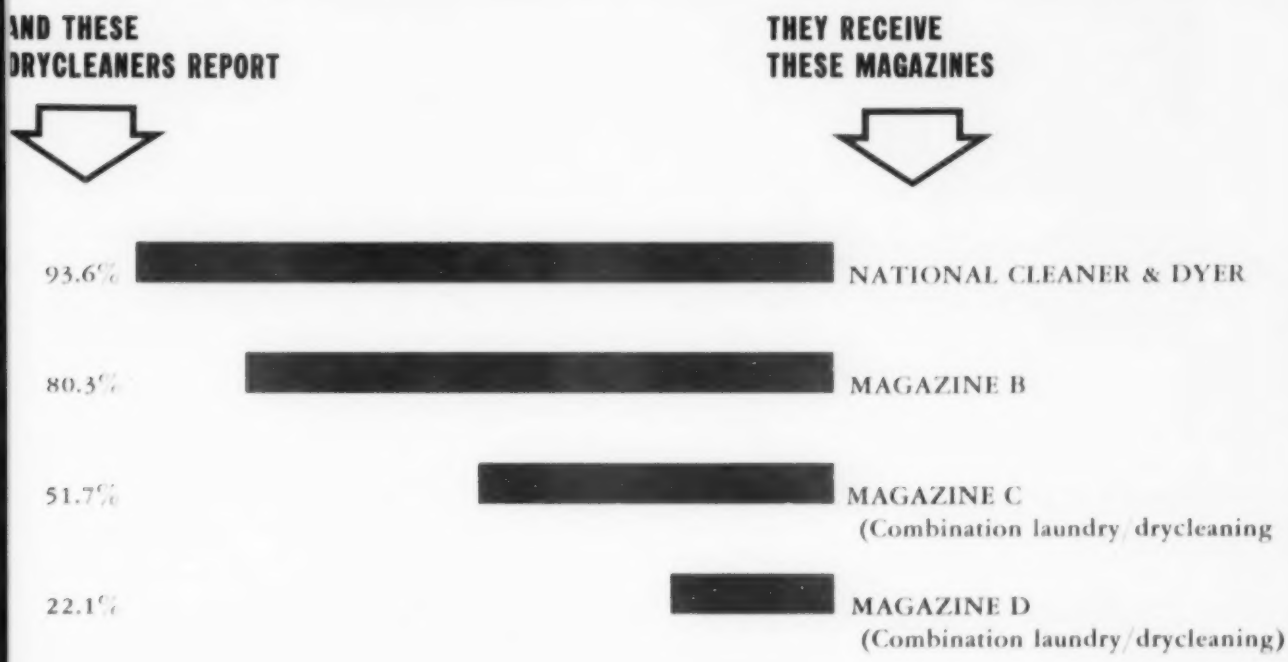
Of course most of you are aware you receive NATIONAL. And for obvious reasons:

1. YOU PAY TO GET NATIONAL—the only specialized, coast-to-coast publication you *can* pay for. You buy it because you want it.

2. YOU GET YOUR FULL MONEY'S WORTH—every issue is one more example of the kind of editorial leadership and know-how that bring you more business, greater efficiency, higher profits.!

* *Conducted independently of* NATIONAL CLEANER & DYER *by one of the country's leading market research organizations, Summer 1957.*

IN A CURRENT SURVEY OF NATIONAL CLEANER & DYER'S SUBSCRIBERS, DRYCLEANERS ARE ASKED: "WHICH DRYCLEANING MAGAZINES DO YOU RECEIVE?"



AGAIN . . . BY PLACING NATIONAL CLEANER & DYER AT THE TOP OF THE LIST, YOU RECONFIRM THE VALUES OF

THE MAGAZINE YOU PAY FOR—
AND THE MAGAZINE THAT SPECIALIZES 100% IN DRYCLEANING!

NATIONAL CLEANER & DYER

First in the Drycleaning Industry Since 1910

305 East 45th Street, New York 17, N. Y.

OREGON 9-4000 **ABC/ABP**

Trailer call office gives speedy customer service—same-day drycleaning and shirt laundering

Novice drycleaners try something different - - and show

How Creative Thinking Taps New Market

Trailer right at railroad station draws the commuters

. . . with low costs for installation, overhead and payroll

By ART SCHUELKE

THERE'S NOTHING LIKE a couple of "novices" to point the way to experienced drycleaners. Mainly so, because they haven't discovered that a new idea is impossible or impractical. So they go out and try it, as did partners Richard Korman and Roland Shragis of Penguin Cleaners in Philadelphia. Then, the idea pays off . . . big!

Less than a year ago these men entered the drycleaning business, coming from the entirely unrelated field of home building. Today they operate a very successful plant in the suburbs of Philadelphia. But being businessmen, they weren't satisfied to rest on their laurels.

Like many plantowners in metropolitan areas, the Penguin partners wanted to get the suburbanite commuter business. There were several ways to acquire it. One was to establish an office downtown. But they knew that commuters would not haul their clothes all the way to the city, then pick them up to take them home. Another way would be to put in package plants in each community. But that would be very expensive.

There was a third way. Why not install a trailer call office right on the railroad property at the various commuter stations? Although no one had tried it before, this was no reason why it wouldn't work.

The first step was to convince the management of the local railroads that the idea was feasible. Thanks to the salesmanship of the partners, they convinced both the Reading Railroad and the Pennsylvania Railroad that the idea would work. A deal was set up to make a test run at just one station. They acquired a six months lease, with an option to renew for five years at a monthly rental of $100. The deal included the option to lease space at five other stations under the same terms. If this were to work out, some 30 other stations would be included in the deal.

The first "trial run" was to be made at Levittown, Pennsylvania, which has some 700 people commuting daily into the city of Philadelphia. The thought behind this was that if such

a small station could pay off, there would be little concern over stations that drew better than 2,000 passengers a day. Most of the other stations under contract are in that category.

Arrangements were made to set up the pilot office, at an initial investment of approximately $3,500. This included the cost of the trailer, delivered, plus the necessary electrical wiring for light and heat.

The trailer is located adjacent to the waiting room of the station on the inbound tracks to the city. It occupies a space about 28 feet long and 8 feet wide. The exterior has been painted to conform to the colors of the railroad property. The unit has two doors to facilitate quick in-and-out traffic. And since business is based on normal commuting, the office is open a comparatively short time, twice a day.

Overhead is low

Two high school girls can easily handle the volume. One girl handles the morning rush, from 6:00 to 9:00 a.m. From then on the office is closed until 4:00 p.m. Shortly after closing in the morning, the main plant sends a pickup truck to haul the work to be processed. It is cleaned and pressed and brought back before the 4:00 p.m. opening when another high school girl operates the call office until 6:30 p.m.

The trailer is open only five days a week, Monday through Friday. Any week-end work, plus that which might come in midday during the week, is put into the "night" depository which is standard equipment on the trailer. Large signs advise the patrons of the regular office hours during which finished work can be delivered. Since the trailer is open less than 28 hours a week, the time divided between two girls, the payroll cost is trifling.

Similarly, the light and heat bills are also very low. The only current presently consumed is that of the four small fluorescent lights and the two ventilating fans. In the winter an electric heater will add a few pennies to the cost. There are no telephone or restroom facilities, but these are available at the railroad station nearby.

On the interior, the walls of the trailer are finished in natural birch plywood. The small but adequate counter has a Formica top, and a continuous slickrail provides plenty of storage space for present volume. Since the firm offers same-day service, there is little pile-up of unclaimed work.

That this new convenience is appreciated by the community is borne out by the fact that better than 100 bundles of work have been handled by the office during each of the first few weeks of operation. At a base price of $1.10 for suits and dresses, it is obvious that the pilot operation is a good indication of what will happen when Penguin Cleaners expands to the more heavily trafficked commuter stations. Bundles are averaging at least $2 apiece. This, except for the first week when a two-for-one special was used as an inducement to acquaint commuters with this revolutionary service.

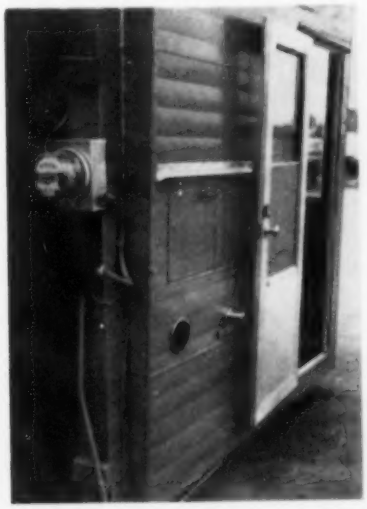
Since this is such a new idea, it has taken some sound merchandising to put the service across to the patrons. Signs on the trailer helped "alert" the customers several days before the actual opening. This occurred on a Monday. The previous Friday, plant personnel handed out plastic wallets to all commuters. These were specially designed to accommodate commuter tickets, a timetable and claim checks for the drycleaning and shirts left by patrons. As these were passed out, each prospective customer was apprised of the fast service and quality offered by Penguin Cleaners.

Thinking for the future

The "creative thinkers" who run this enterprise have another idea cooking in their fertile brains. They are planning to check the license numbers of the scores of cars parked at Levittown station. These numbers will be sent to the state capital for names and addresses. A direct mailing will be made to those people, pointing up the advantages that this new service offers to them, personally.

And here is some of the future thinking of the two partners. As four or five stations develop, they will open a feeder plant to process this work. With just the one outlet to date, they are obliged to haul the work to the main plant which is many miles away. As the idea takes hold—and it surely will—these feeder plants will reduce this cost, besides picking up other incidental volume. The firm may even get into shirts, which are presently farmed out to a laundry.

There is an old Pennsylvania Dutch expression, "Ve is too soon oldt, undt too late schmart." Our industry is lucky to have a couple of Pennsylvanians like Messrs. Korman and Shragis who became "schmart" while young. # #



Installation of 4-by-4 post and electrical work was under $100. Note night depository

Individual attention to each order is not sacrificed despite close quarters. Note bags for incoming work behind counter. Two entrances speed service

Plastic sheets can be applied to walls and ceiling in less time than other types of insulation. Material is easily cut out to go around such obstructions as outlet box at workman's right

Here's a new way to

KEEP IT COOL

This insulation is quick and easy to install, easy to maintain . . . and facilitates vault controls

By HARRY YEATES

FOR HUNDREDS OF YEARS people used cork, thatch, bark or clay as insulating material to prevent loss of heat. Rooms were kept warm by taking advantage of any substance that was a poor conductor of heat. As a result of new ideas and improved developments in this field, insulation of homes and offices nowadays is generally accepted as a matter of fact.

Of importance to the drycleaning industry, however, is the need for keeping heat out of a storage vault. This means low-temperature insulation—where below-normal temperatures must be maintained. Careful consideration was given to this point when a new storage vault was installed at Fox Cleaners, Dayton, Ohio.

A few months ago plantowner Richard Fox expanded facilities by constructing an addition to the plant. It measures 50 by 70 feet and was formerly used as an employee parking lot. In addition to the storage vault a shirt finishing unit was installed in the building. Both are in full view of traffic along the street. A part of the wool finishing department was moved to the rear of the new building.

The inside of the vault was covered with one of the new forms of thermoplastic insulating materials. It is made of granules of polystyrene which are melted and mixed under pressure with a blowing agent. The mixture is released into the atmosphere where the plastic expands about 40 times as it is cooled simultaneously into a solid structure.

Plastics, which are in themselves poor conductors of heat, have thus been developed into an excellent insulating material when expanded to form millions of these non-interconnected cells.

The finished product is prepared in various size sheets or rough planks depending on the temperature at which the insulating space is to operate. The material used at Fox Clean-

and

SANITONE LICENSEES ARE REALLY CLEANING UP!

Right now Sanitone Dry Cleaners everywhere are persuading the Women of America that more frequent dry cleanings *are not hard on clothes.* By overcoming this basic fear, housewives no longer will be reluctant to have their family's clothes cleaned as often as needed, and the Sanitone Dry Cleaner cleans up.

In full-page ads in nearly 11 million copies of Saturday Evening Post (Sept. 28) and Ladies' Home Journal (October), these twins are pictured wearing suits so nearly identical in every respect that even textile experts couldn't tell which was which. BUT, one suit has been Sanitone Dry Cleaned 50 successive times... the other has never been touched. Duplicate tests were run in synthetic and petroleum solvent.

If you are a quality-minded operator, seeking better cleaning and more efficient selling tools, you too can clean up with Sanitone. Write today and ask for full details.

This test has been duplicated with swatches cut from the same bolt of cloth as the suits shown here ... available to all Sanitone licensees.

Sanitone Dry Cleaning Service

A Division of Emery Industries, Inc. CAREW TOWER, CINCINNATI 2, OHIO

With "push box" workmen can quickly apply uniform coat of mortar that bonds plastic to walls. For low-temperature installations joints are staggered to eliminate any possible seepage of water vapor

ers measures 1 to 1½ inches thick, 10 to 12 inches wide and either 36 inches or 9 feet long. Three layers of 1-inch material were applied to the ceiling. Single 1-inch sheets were applied to the side walls.

Adhesive application

A cold-setting adhesive is applied to the insulating material before setting it in place on the walls. A strip of plastic is placed in a 2-by-4 frame with one end directly beneath the wooden blade. A batch of adhesive is dumped on the plastic in the hopper section. The board is then pushed through the frame until the back end is almost to the hopper. Another strip of plastic is put into the wooden frame and the operator finishes pushing the first board through with it. All plastic boards come out of the box ready for application on the wall with a uniform coat of adhesive applied in a predetermined thickness.

The insulation weighs only 2.4 ounces per board foot. Labor costs were considerably less for the plantowner since it was handled with greater ease and installed in larger pieces. It also took less time to complete the job. Wall furring has been eliminated since the plastic bonds directly to the masonry.

According to the plantowner, insulating costs for the new material were approximately $300 less than cork or similar insulators.

Installation tips

Certain principles of proper installation should be followed after the boards have been coated with cement or adhesive:

1. Floor-to-wall, wall-to-wall and wall-to-ceiling joints should be staggered.
2. Water cannot enter the closed plastic cells of the insulating material. Therefore, each layer of insulation should have the horizontal and vertical joints broken to prevent passage of any water vapor.
3. All edges of the plastic boards must be square. Although no adhesive will be required on them, edges should be firmly butted together.

With proper installation the material will never deteriorate. Being a synthetic it has a constant uniformity that nature can't supply. Other advantages include its fire-resistant quality and low replacement cost.

The second and third layers of ceiling insulation were adhered to the first by approximately ½-inch of cement and fastened by pushing treated hardwood skewers through into the previous layer at an acute angle. Skewers were placed on 12-inch-maximum centers at the edges of each board.

Walls of the vault were constructed of 12-inch concrete blocks. Floors of 5-inch concrete were covered with asphalt-tile squares. The section of the building utilized as roof area for the vault was coated with 3-inch concrete.

From call office customer sees facing of red Roman brick. Entire vault area is spotlighted at night; acts as constant reminder to passersby of storage facilities

Vault completely equipped

The vault measures 24 by 30 feet and is 14 feet high. It is capable of handling 5,000 hanging garments on two tiers. Advertising and promotion feature the fact that everything stored in the plant is hung on hangers.

Equipment in the new vault includes a refrigeration unit, a humidifier, a fumigating and ventilating machine.

By his choice of construction and insulation materials Mr. Fox has been able to maintain better control over other factors, including temperature and humidity controls, fumigation and insurance rates. # #

MOTHER'S CLEANERS
Battle Creek, Mich.

"Enjoying a 25% increase in our business . . ."
Glen Conrad, Co-Owner

SOUTH BAY CLEANERS
Babylon, N. Y.

"A remarkable re-run record of only 1% after installing Manitowoc!"
Raymond A. Rein, Owner

EM N EL CLEANERS
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"Makes our 1-hour cleaning operation profitable and possible . . ."
Gerald J. Lerner, Partner

JA-MIL CLEANERS
Birmingham, Ala.

"We're getting the highest solvent recovery rate in the city."
Jack Davis, Owner

cleaners everywhere have

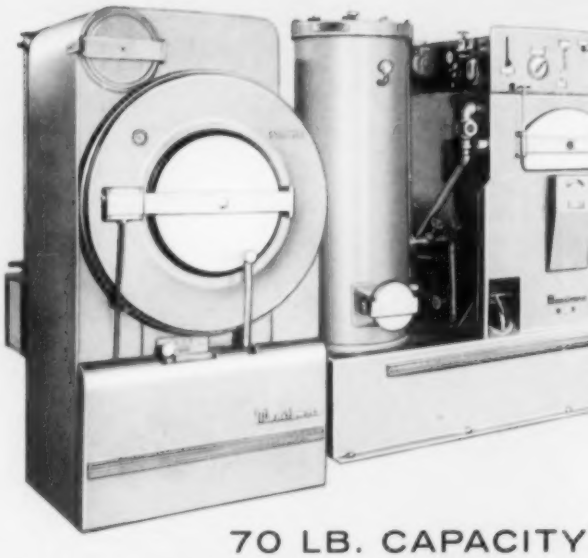
INCREASED THEIR PROFITS WITH . . .

MANITOWOC

◀◀ Here's why you can, too!

MANITOWOC *gives you both....*

- **COSTS LESS TO BUY**
  Low original cost plus exclusive Manitowoc features give you the most machine for your money!
- **COSTS LESS TO OPERATE**
  Conserves solvent like no other unit . . . automatic operation reduces labor costs.
- **COSTS LESS TO MAINTAIN**
  Rugged construction throughout, simple design, easily accessible parts keep maintenance low.
- **TRUE 2-BATH PERFORMANCE SAVES SOLVENT**
  Only Manitowoc has Diverti-Flo for *true* 2-bath operation and greatest solvent economy.
- **CERTIFIED QUALITY BUILDS VOLUME**
  Consistently high cleaning quality makes repeat customers out of "first timers."



70 LB. CAPACITY

2-bath and single-bath • Perchlor a

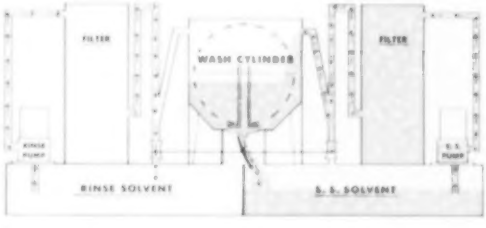
You can build your business on quality without spending a fortune when you install a Manitowoc 2-bath Perchlor unit in your shop. Within weeks you'll profit from increased customer acceptance . . . produce beautifully cleaned garments at an amazingly low cost per pound.

Manitowoc cleaning systems give you exclusive features *today* that other units won't have for *years*. Features that have been user-proved by progressive cleaners all over the country. Reports from every area prove that Manitowoc 2-bath systems cost less to own and operate, turn out a greater volume of higher quality cleaning than any other machine of comparable capacity.

Before you invest thousands of dollars in new cleaning equipment be sure you're getting a system that will stay new for years to come. Why be satisfied for less at higher cost? Investigate Manitowoc *today* . . . you'll be glad tomorrow!

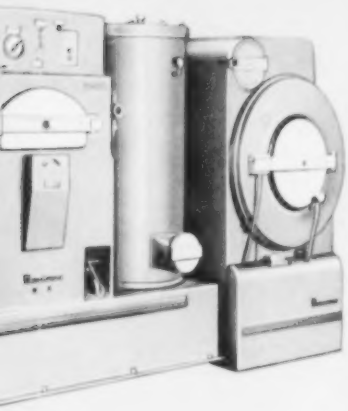
Some day all machines

DIVERTI-FLO POSITIVE SOLVENT CONTROL



Only exclusive Diverti-Flo positively keeps the soap charge and rinse solvents from intermixing to provide true 2-bath operation. Diverti-Flo eliminates a whole series of complicated valves, which are bound to leak. Instead, a simple interlocking bar connects two butterfly valves and a diverter which directs the solvents back to the proper storage tanks. Diverti-Flo is fool-proof . . . Diverti-Flo is simple . . . Diverti-Flo guarantees true 2-bath *performance* from the 2-bath process.

highest quality cleaning ..... lowest cost per pound



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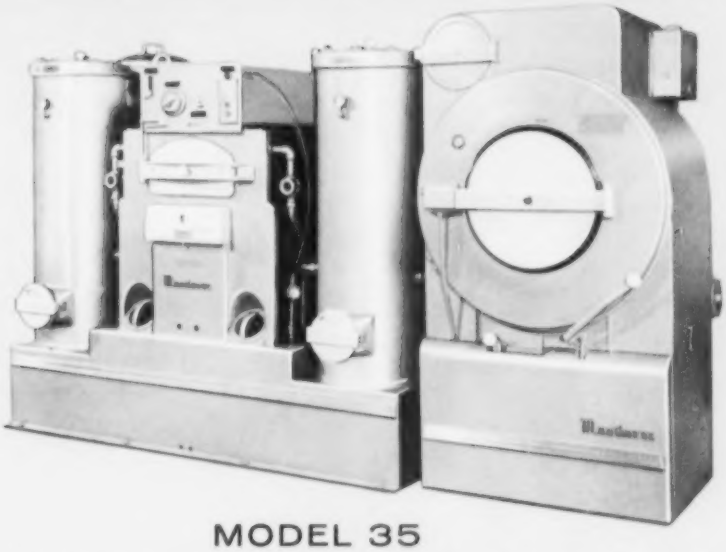


MODEL 35

2-bath and single-bath • Perchlor and Petroleum

nes will have these MANITOWOC FEATURES

MANITOWOC-OLSON TUBULAR FILTERS

Top quality Monel screen tubes provide superior filtering area without pressure build-up. Most effective backwash system available. Handy clean-out door for fast dry muck removal.

SOLVENT-SAVING "NO-SURGE-OVER" STILLS

Completely and positively eliminate surging-over and foaming-over of contaminated solvents during distillation. Greatly extend solvent mileage . . . protect the quality of the finished garment.

HIGHLY EFFICIENT RECOVERY TUMBLERS

Huge 36" x 30" basket has tremendous airflow volume with low heat requirement. Excellent solvent reclamation . . . super-speed operation. Easy maintenance without breaking seals.

SMOOTH FLUID DRIVE

Provides shock-proof acceleration, eliminates over-loads and keeps wear and tear on motor and machinery to a minimum.

AUTOMATIC AIR CONTROLS

Fast, simple operation with automatic, positive control. Cycle lengths can be changed manually for special loads.

Manitowoc

A Complete Line of Synthetic and Petroleum DRY CLEANING SYSTEMS

Perchlor 140°F-105°F

Tumblers **Filters** **Stills** **Dry Cleaning Units**

Send for these FREE catalogs today!

MANITOWOC ENGINEERING CORP.

Manitowoc, Wis. Dept. MRS – 2

Please send catalogs . . .

covering the following Manitowoc equipment:

- ☐ 70 lb. Capacity Cleaning Systems
- ☐ Model 35 Cleaning Systems
- ☐ Spotting and Finishing Equipment
- ☐ Stills ☐ Filters ☐ Tumblers

DC-3

Name . . . . . .

Address . . . . . .

City . . . . . Zone . . . . . State . . . . . .

To complete your MANITOWOC "PACKAGE"

New Spotting and Finishing Units

· Low Cost · Highly Efficient · Faster Operation

For controlled, certified quality from pick-up to delivery, complete your Manitowoc "package" with the newest items of spotting and finishing equipment. Here are fully job-proved units, low in price but having the finest quality features. There's a unit for every finishing and spotting operation, compactly designed for versatile plant layouts. Operation is fast and simple, easy for inexperienced help to learn. Be sure to ask your jobber about the *newest* line of finishing equipment.

AIR OPERATED UTILITY PRESS

Smooth-acting Hydro-Check head control prevents "smashing" of garments while pressing. Unit has fast Up-Steam, free-flow Vacuum, Air Power up and down (no springs), protective textured surface top plate.

SUPER DELUXE FABRIC HEAD TOPPER

Standard features include: Up-Steam, "Asbestol" Fabric Head and Buck Cover, smooth, heat resistant "Lamidol" table top, steam or air vacuum, Manitowoc "Super C" Valves throughout.

SPOTTING BOARD

Features Up-Steam or Heated Air. Handles largest and smallest areas equally well. Has stainless steel board, Manitowoc Mono-Dual Valve for wet or dry steam, steam or air vacuum with pinpointed vacuum control.

Plus

- SPOTTING GUNS
- FINISHING BOARDS
- PUFF SETS
- TRIPLE FABRIC HEAD FINISHER
- AUTOMATIC FORM FINISHER
- AIR OPERATED MUSHROOM PRESS

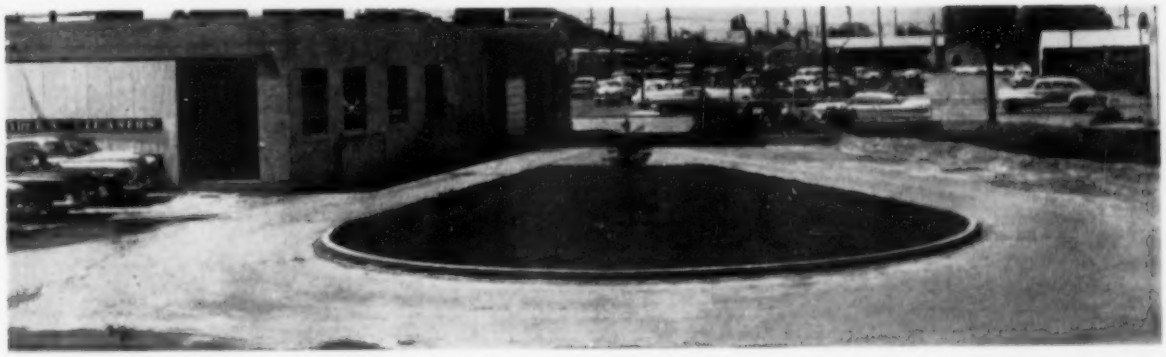
Get more information NOW!

SEND FOR CATALOG

You'll want complete details on the new Manitowoc Spotting and Finishing Equipment . . . mail the coupon on the inside of this folder today!

ENTRY: Drive-in accommodates two lanes . . .

EXIT: U-shaped pattern simplifies problem . . .



Top: **Front view** shows posts supporting canopy at edge of irrigation ditch (pipe railing at left). Small door is side entrance to call office. Large sliding door to finishing department is used for cross-ventilation, for easier movement of supplies and equipment into plant. Above: **Grass-covered island** is surrounded by U-shaped drive. There is ample room for expansion at rear in area now used for employee parking. Business district is two or three blocks away

. . . *Traffic Turn-Around Pleases Customers*

By LOU BELLEW

AN UNUSUAL CONVENIENCE is offered customers at Madera Cleaners and Laundry of Madera, California. Here is what owner Joe Cappelluti and his sons, Maurice and Don, did:

A triangular piece of property next to the plant, so shaped by an irrigation ditch that runs at almost a 45-degree angle to the street, was purchased to make the drive-in possible. At the street there is just room between the plant and the irrigation ditch for a 22-foot drive which is covered by an attractive metal canopy.

About 150 feet back at the alley end of the property the lot widens to 90 feet and it's here the "turn-around" is located. An 11-foot-wide blacktopped drive curves around a tear-shaped island bordered by a low curb, which keeps the autos off the grass, and goes back under the canopy to the street. If the customer prefers he can drive on out the alley at the rear of the property instead of back onto the street. (Plans are to fill the island with flowers and shrubs in the very near future.)

Drive-in customers are serviced by the counter girl through a door at the side of the office.

Neither the sons nor their dad could give an accurate figure on the amount of increase in volume due to the installation of the drive-in facilities, although their customers are defi-

nitely well pleased with it. This is a most honest appraisal of the situation since Madera is rapidly growing out of its classification as a small town of "about 15,000" population, and business could well be due primarily to their conscientious efforts to provide quality drycleaning as well as customer convenience.

Canopy installation

Of interest to many drycleaners contemplating erection of a canopy of this sort over a drive-in area is the method used by the Cappellutis' local contractor, which insured a level canopy with much less work. This canopy is 22 feet wide and 24 feet long with a single 24-foot-long 8-by-12-inch timber supporting the rafters. A pair of 3-inch pipes, one at either end of the timber, are the only supports.

To begin with, the timber was supported by a scaffold, the rafters put into place, and the roof planking laid on. Next, 3-foot-square holes were dug to about a 6-foot depth where the support posts were to be. The 3-inch supporting pipes were then fitted to the 8-by-12-inch overhead timber by U-shaped brackets with their lower ends suspended in the holes in the ground. After this, the canopy edge was very carefully leveled by shimming up on the supporting scaffold. Concrete was poured into the holes to fill in around the pipe supports and allowed to harden. As soon as the concrete had hardened the scaffolding was removed and the canopy roof completed.

According to the contractor this was far superior to following the usual method of first pouring the bases for the support posts and trying to position the tie-down brackets exactly right, cutting the support posts to the proper length for leveling the canopy, and then fitting the top of the posts to the underside of the supporting timber without disturbing the level of the roof. In this case no pipe cutting was necessary, and the finished job was much neater in appearance. # #

Madera Cleaners boasts membership in the National Institute of Drycleaning. The older son, Maurice, is a graduate of the 66th General Course in 1948. In the cleaning business in Madera for 12 years, the Cappellutis are primarily drycleaners, although they have a small laundry department. It features 25-pound open-end washers, a pair of which handle the 1,000 to 1,500 shirts each week for the two-girl shirt unit and work enough for one wearing apparel unit.

Attention is focused on film about "five star selling"

Virginians Look Ahead

HEAVY RAINS and 65 m.p.h. winds did some damage along the Virginia coast but not enough to prevent 155 members of the Virginia Association of Launderers and Cleaners from attending the organization's fourteenth annual meeting at Old Point Comfort, August 18-20. Theme of the meeting was increased profits through better management.

After a get-together Sunday evening, most of the members were up early Monday morning for plant tours through the Dawn and Warwick Laundries in Newport News and Lucas Cleaners in Warwick.

Outgoing president M. J. Reid at the afternoon session explained the experimental period in which the executive secretary, Marvis Smith, would act as the state's fieldman for the National Institute of Drycleaning. Under the new trial program (Virginia is the only state now using this system) any plant joining the Virginia Association must become a member of the NID in a proposed dual membership. Since an NID fieldman seldom saw each plant member more than once every three years, this system of combining the association's executive secretary and the NID fieldman will allow a stop at each member's plant once a year.

Joseph Eanes, formerly of the Cabell & Eanes Advertising Agency in Richmond, spoke on "How To Spend Your Advertising Dollars Effectively." He compared conducting an advertising program to driving.

"Stop hit-or-miss methods; *Caution*, plan carefully and *Go* forward with a defiite program," suggested Mr. Eanes. He stated that you must map out your trip before you start. In advertising your destination is to keep old customers, sell new customers and increase the frequency and the size of their orders.

Closing the program was a panel discussion by two women active in Hampton community affairs and two women representing member plants. Ed Harper of Front Royal moderated the panel which discussed what the panelists liked and did not like about laundry and drycleaning services.

Tuesday's sessions featured William J. Nicklaw of the NID and George H. Isaacson of the American Institute of Laundering.

Mr. Nicklaw, speaking on "Employer-Employee Relations and Motivation of Employees," explained that there are four basic drives of every individual. They are opportunity, recognition, inclusion and security. An emloyer must see that each of these drives of each employee is satisfied.

Mr. Isaacson of the AIL asked the Virginians, "Are You Ready for Wage Incentives?" He pointed out that most laundries are prone to underprice, but that it is important to move prices along with wages. He urged members to keep quality up, keep costs down, increase prices and cut down sales resistance. Only then, he explained, are you ready for wage incentives.

Besides the get-together party Sunday there were a costume barbecue affair and the concluding banquet at which announcement of new officers was made.—*Richard Vinocur*

Officers, left to right: president, Don Kelley, Richmond; executive secretary, Marvis Smith; secretary, Ed Burgess, Richmond; treasurer, Dick Hines, Norfolk. New directors: Louis Westphal, Hampton; M. J. Reid, Staunton, outgoing president; Vincent Wheeler, Roanoke. Not pictured is new vice-president Ed Harper of Front Royal

cleaned by you

kept clean by International bags

Your jobs, your customers' clothes stay clean, well pressed—on the street, in the closet. And—your selling message in bright colors on the bag works for you outdoors and in—for weeks on end. Call your supplier today.

International Paper COMPANY
SOUTHERN KRAFT DIVISION
220 East 42nd Street, New York 17, N.Y.

PART FIVE

Easy Way To Do Miscellaneous Items and Layout Tips

By LAURA HERRMANN PORTERFIELD

Fig. 1. Spray from water gun is used if cloth becomes dry. Note how scallop is pulled to full size

PREVIOUS ARTICLES in this series have dealt with the routine type of items generally encountered in the household department. But in addition to draperies and bed coverings, cleaners are likely to encounter tablecloths and afghans. Procedures on finishing these should be standardized just as for all other items.

Lace tablecloths have come to the cleaners for years, but are generally treated as a necessary evil. Actually, they can be very profitable. It is obvious they will get covered with food and liquid spots. Such stains are best removed by wetcleaning. And since most lace tablecloths are made of cotton, they will not usually shrink to any great extent. They should still be measured, just as curtains are.

As a matter of fact, the ideal method for finishing lace tablecloths is to place them on a curtain stretcher. The same procedures as are used for stretching curtains (previously described in Part II) should be followed.

Tablecloths should be measured to the outside curve of the scallops if the edges are finished in this manner. They should be placed on the stretcher so that the scallop is pulled to its full size, as shown in Fig. 1. In some cases the cloths are too large to be placed full length on the stretcher. In this case the cloth should be doubled. The resultant crease can be removed by steaming.

Job Breakdown
Lace Tablecloths

IMPORTANT STEPS and KEY POINTS

1. Adjust stretcher to proper measurements.

a. Measurements of length and width of cloth should have been taken and recorded before cloth was wetcleaned.

b. If cloth is too large for stretcher, put the width of cloth on length of stretcher and double cloth, using just half the length measurement for the smaller side of the stretcher.

2. Place tablecloth on stretcher.

a. Be sure entire cloth is quite wet, so that it will stretch easily, while being put on stretcher.

b. Fasten top and bottom or two parallel sides first.

c. Be sure entire pattern of lace is out to its proper proportion.

d. Spray with water gun if cloth becomes dry before finishing all four sides. (See Fig. 1.)

3. Allow cloth to dry thoroughly.

4. Remove cloth from stretcher.

a. Lift cloth off stretcher carefully, one side at a time, so as not to pull threads on pins.

5. Touch up cloth on press where necessary.

a. Steam from back and straighten out area with hands.

b. Do not lock head of machine on cloth, and then you will not have to go over entire cloth, if it is taken off the stretcher.

6. Fold cloth.

a. Bring edges of cloth together while cloth is still lying on back of press.

7. Package cloth.

a. Have package material on table ready for cloth.

b. Place best side of cloth face down on wrapping material and fold wrappings over cloth and fasten. (See Fig. 2.)

8. Place invoice or identification mark on outside of package.

Continued on page 44

"I don't care what your system is...

John A. Ireland
Industry Relations
Caled Products Company, Inc.

just use the Caled soap to match it!"

PACEMAKER *—The *Maximum Moisture* charge soap with amazing water carrying capacity and solubilizing ability. You get real soil removal, both water soluble and carbon, without redeposition.

CAL'S CHARGE ®—The *Controlled Moisture* charge soap that gives you moisture when you need it, yet lets you clean dry when you like. Gives double soap run with recommended wet stock.

SUPER C ®—The *Truly Dry* charge soap... requires no moisture, so you use no moisture. Get advantages of no classification, no hard set wrinkles, no shrinkage, faster finishing.

Use any of the three that meets your needs . . . only 1% to 2% charge outperforms and outcleans heavy, dark 4% charges. Take your choice, call your jobber and reap profits from perfect cleaning at lower cost.

*TM Reg. App. For

CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND

ANOTHER ADCO FIRST!

Adco's Miracle Method

TRIPLE STRENGTH

"BLACK MAGIC"

SUPER ACTIVATED CARBON

Teamed with

XXX DRI-SHEEN

DOUBLE STRENGTH

to give you the choice of

1%-2%-3%-4% CHARGE

with

NO RINSE!!

Works perfectly with ALL Conductivity & Humidity Controls

HOW IS THIS ACCOMPLISHED?

Along with the charge system, came the use of up to 40 times more soap on every load run. This meant much more soil removal . . . many more non-volatiles and much more fatty acids and color.

This meant that to *eliminate rinsing* a carbon had to be produced that would maintain the purity *and* the color of the charge, continuously, in the filter.

The development of Adco's "Black Magic" has made all this possible for the first time!

"Black Magic" controls fatty acids, non-volatiles and color *all* in the filter—this coupled with the use of Adco's Synthetic Detergent—XXX Dri-Sheen Double Strength—which is both light in color and contains no impurities—

MEANS . . .

1. **Tremendous saving in distillation. No distillation at all in most cases.**
2. **Saving in soap costs—XXX Dri-Sheen Double not removed by "Black Magic."**
3. **Saves at *least* 10 minutes per load. No rinse necessary.**
4. **25% less filter clean outs—less muck.**
5. **Powder cost much less—no sweetener powders needed.**
6. **Solvent "straw color" or lighter even in hottest weather.**
7. **No filter pressure—less pump wear.**
8. **All odors *guaranteed* eliminated by use of "Black Magic".**
9. **Brighter colors.**
10. Now *any* cleaner with his present equipment can use 4% charge, no rinse!

RESULTS . . .

The most gorgeous cleaning you've ever seen . . . For less cost than ever!

Adco acknowledges the above to be contrary to what we have all believed as accepted procedure in the past. We have proved the above method workable in hundreds of plants. Make us prove to you in your plant at our expense that Adco's new "Miracle Method" will also work for you.

Adco, INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908

Fig. 2. Proper packaging is important

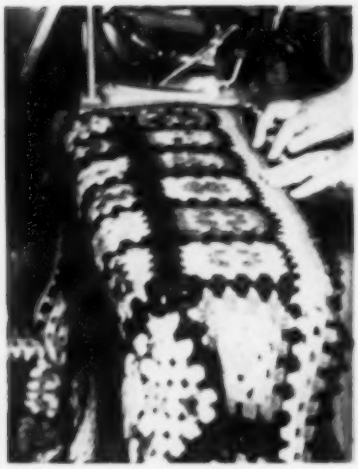


Fig. 3. Afghans are straightened on buck

Continued from page 40

In packaging it is well to place a cardboard on the back of the cloth to keep it firm as it is being handled. It will keep the cloth from slipping from side to side in the package.

Afghans are easy

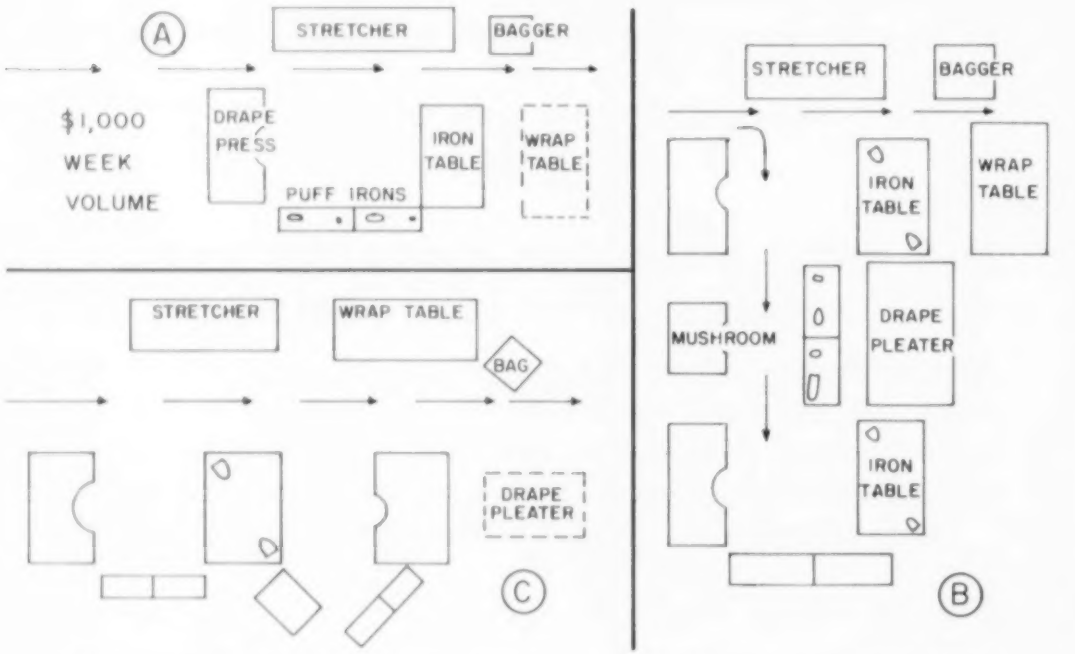
As a rule, afghans do not have much water-soluble soil in them. Normal drycleaning will take care of the soil present. Since they do not involve wetcleaning, they can be finished on the drycleaning press, using bottom steam and vacuum. Figure 3 shows how they should be straightened on the buck before steaming.

It is not necessary to lower the head of the machine. The pressure will do nothing except flatten the fibers. Since afghans are soft items they need fluffing rather than flattening. They can be done on large drapery presses as well as utility units.

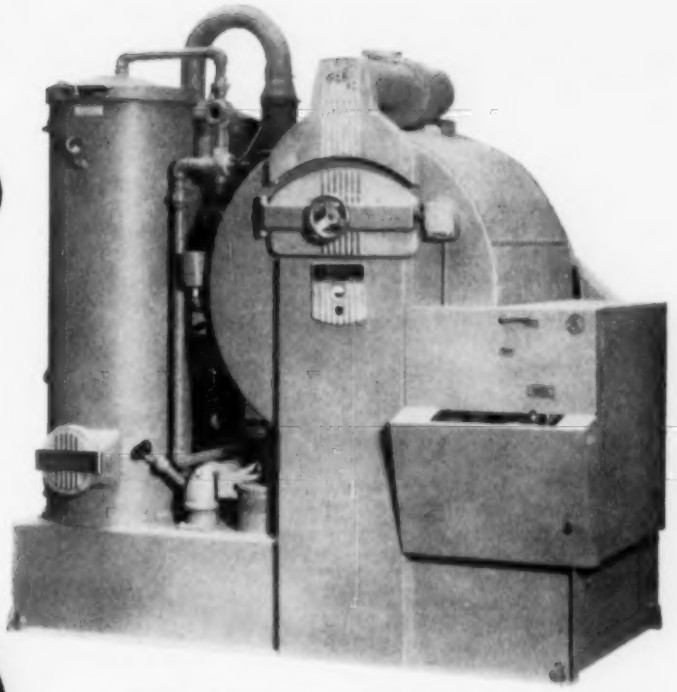
Like tablecloths, afghans can be folded right on the press after finishing. It is a good idea to check the lengths and widths against each other while folding the article. This can be done very easily by bringing up the two corners, while the edges lie on the buck of the press.

Layout problems

It is difficult to make any hard-and-fast rules regarding household department layouts. As stated in the be-



Basic layout for $1,000 a week volume or less is shown in drawing A. Expanded layouts are suggested in B and C



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74".
Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

mercury numatic*

* Fully automatic . . . air operated valves

PERCHLOR AND PETROLEUM

44-lb. units **48-lb. units**

The cost of fully automatic cleaning in the Mercury Numatic is 10¢ to 15¢ per load . . . 40 hour week . . . based upon allowable depreciation schedules. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

4400 SUCCESSFUL MERCURY OWNERS

Many use two units for better load classification . . . and added volume

MERCURY CLEANING SYSTEMS, INC.

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ginning of the series, the average small plant will utilize conventional equipment for this purpose. The work is generally handled as a fill-in on slow periods of regular production.

When volume warrants it, there are some general suggestions to offer to facilitate workflow. Before discussing the three plans shown, here are some tips:

It is best to send household items to the finishers on hangers. If they are sent in baskets, often heat wrinkles will develop, which slows finishing.

Some plants have specially designed "J" hooks, padded with press padding. The opening of the "J" is about 12 inches. The top of this type of hanger has a hook to accommodate the slick rail. This type of hanger lends itself to complete pre-assembly of each order because of its size. Pre-assembly expedites the completion and wrapping of each order as it is finished.

One other general rule for faster production is to install a water spray gun over each piece of equipment in the department.

How basic unit can grow

For the basic unit, it is suggested that a U-shaped arrangement be followed. The large drapery unit makes up one leg of the unit. The other leg is occupied by a large ironing table, to be at least 4 by 6 feet in size. The bottom of the "U" would be the pull irons. There should be four pulls; they need not have flap heads, but should be uncovered, with polished heads.

If space permits, the next item to be added would be the curtain stretcher. This should be located across from the open end of the "U" with an aisle in between. A portable or movable rack would help. This way the operator could place the stretched curtain on the rack while positioning the next curtain on the stretcher.

In smaller operations, the ironing table could be used for packaging, to save space. Later, as volume requires, a wrapping table should be placed alongside the ironing table. There should just be walking space available between the two. Thus, after the item is folded, a turn will enable the operator to place it on the next table for wrapping.

Drawing A illustrates the basic layout, adequate for volumes of $1,000 a week or less. It can be used by one employee, or as many as four or five during peak periods. At such times one person could handle the stretcher, another would work at the drapery unit. Still another finisher would operate the ironing table. If necessary another iron could be installed on the opposite side of the table so that two people could work here. An additional person could handle the assembly and bagging detail.

Drawings B and C illustrate how the basic unit could be expanded as work volume increased. The only difference between the two is a slight repositioning of the units to conform to different space limitations.

It is important to remember that plenty of light must be available. Shadows should be avoided on the bucks of the presses if at all possible. There should be at least 30 foot candles of light on all working surfaces.

There should be a rack over the drapery press to hold the large hangers generally used on drapes. This way the operator will not have to lift the drape any more than necessary. The same holds true of the ironing table. This table should be well padded so it is soft. It should never become hard, nor should the covering be permitted to become burnt or brown.

The tops or hot heads of the presses should always be kept immaculate. If not, the imprint of one article may be passed on to a subsequent piece being finished. There are several good commercial cleaning products available for this purpose. # #

Wetcleaning Curtains

The July issue of NATIONAL CLEANER & DYER *carried an article covering the finishing of curtains. In it we stated that fiberglass and permanent organdy curtains should be drycleaned only. Actually, both items can be wetcleaned. We regret any inconvenience this statement may have caused our readers.*

Zipper Stars on Repair-Alterations Team

Each service sells the other—and all sell drycleaning in this profitable operation

SPECIALIZING IN ALTERATIONS and repairs has been profitable for almost 40 years for Kauffman's Cleaners & Tailors of Houston, Texas. It has also proved an effective means of attracting drycleaning customers.

Free repairs, given as a part of the regular drycleaning service, are handled by women operators at a separate department. The paid repair and alterations department is manned by two experienced men's tailors with an apprentice helper. There is also one person assigned to invisible mending and reweaving. Abe Kauffman, owner of the plant, does all major measuring and complicated repair pricing. He also handles zipper repair, while zipper replacing is done at the paid alterations department.

A good door opener

It has been found that offering zipper repair is an excellent door opener. Routemen and counter girls have sample cards showing different parts, all priced. Nearly every drycleaning prospect has some garment with a zipper that needs repairing or replacing. Many orders that begin as repairs wind up at less expense to the customer by having the zipper replaced.

In handling this business and making it serve as a door opener to regular drycleaning, the secret, according to Mr. Kauffman, is to have a sufficiently varied stock of new zippers to be able to make all replacements. This requires a stock of at least 20,000 zippers, of various sizes, colors and lengths.

"We advertise our zipper repair and stock constantly," Abe Kauffman said. "We use radio and newspaper. Then we get a great deal of word-of-mouth advertising.

"Zipper work and alterations and invisible mending go hand in hand. And all of these people who come to you because you are equipped and carry a stock to handle a special service—all of them are drycleaning prospects. They are all prospects for major alteration and repair work, too."

Paid repairs and alterations

Kauffman's uses the same method for building paid alteration and repair volume. It advertises in the news-

Continued on page 52

"A bottle of YellowGo saved us $600"

says JOSEPH STEIN, Manager RUBY DRY CLEANERS, Chicago

"We were in trouble — over $600 worth of trouble", says Mr. Stein, "when a whole basketful of drapes got soaked in an unexpected rainstorm. The color from some solid red drapes ran all over the other drapes. It was a real mess. We tried every way we knew to strip the dye fade but with no success. Then I remembered Wilson's *YellowGo* and put in a hurry call for a bottle of it. Believe me, *YellowGo* did the job — removed all the fugitive color and saved us some real big claims."

Moral: Always keep a bottle of *YellowGo* on hand as insurance against dye stain accidents. Order it from your jobber today.

A. L. WILSON CHEMICAL CO., Kearny, N. J. "Stain Removers are our only business"

Plant manager Bill Snyder (second left) checks shirt cuff for cleanliness with forelady, plant superintendent and a route salesman

Check Sheet Improves Quality

It can be an effective selling weapon, too

By ART SCHUELKE

HERE'S AN IDEA that has improved quality and boosted morale, all at the same time. Langley's of Hamilton, Ltd., at Hamilton, Ontario, Canada, operates in a highly competitive market. In addition to a complete drycleaning plant, it has been laundering shirts for several years. On top of power laundry competition, more and more drycleaners in that market have turned to shirts for added revenue.

General manager Gordon Henning and plant manager William Snyder have long been aware that a top-quality job was their best selling tool. While periodic checks were made, they had no real yardstick for exact standards. Then last November our sister publication, *Starchroom Laundry Journal*, carried an article about check sheets used by a New Jersey laundryman.

This provided the missing link in Langley's quality control. Bill Snyder went to work and modified the sheet to fit their particular requirements. He changed the point values, for example, and added a standard for packaging, as well as for the finished shirt itself. The sheet is illustrated elsewhere in this article.

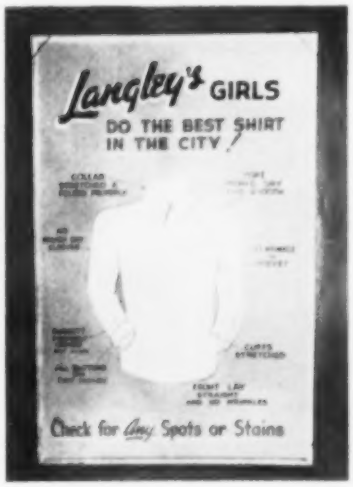
Unknown to the production force, completed bundles were taken from the store and route racks. (The main plant handles nine stores and five routes.) The original inspection was

In line with good quality, Langley's turns and folds all French cuffs. Recently the plant installed the idea of linking the cuffs with small plastic collar buttons to hold them in place.

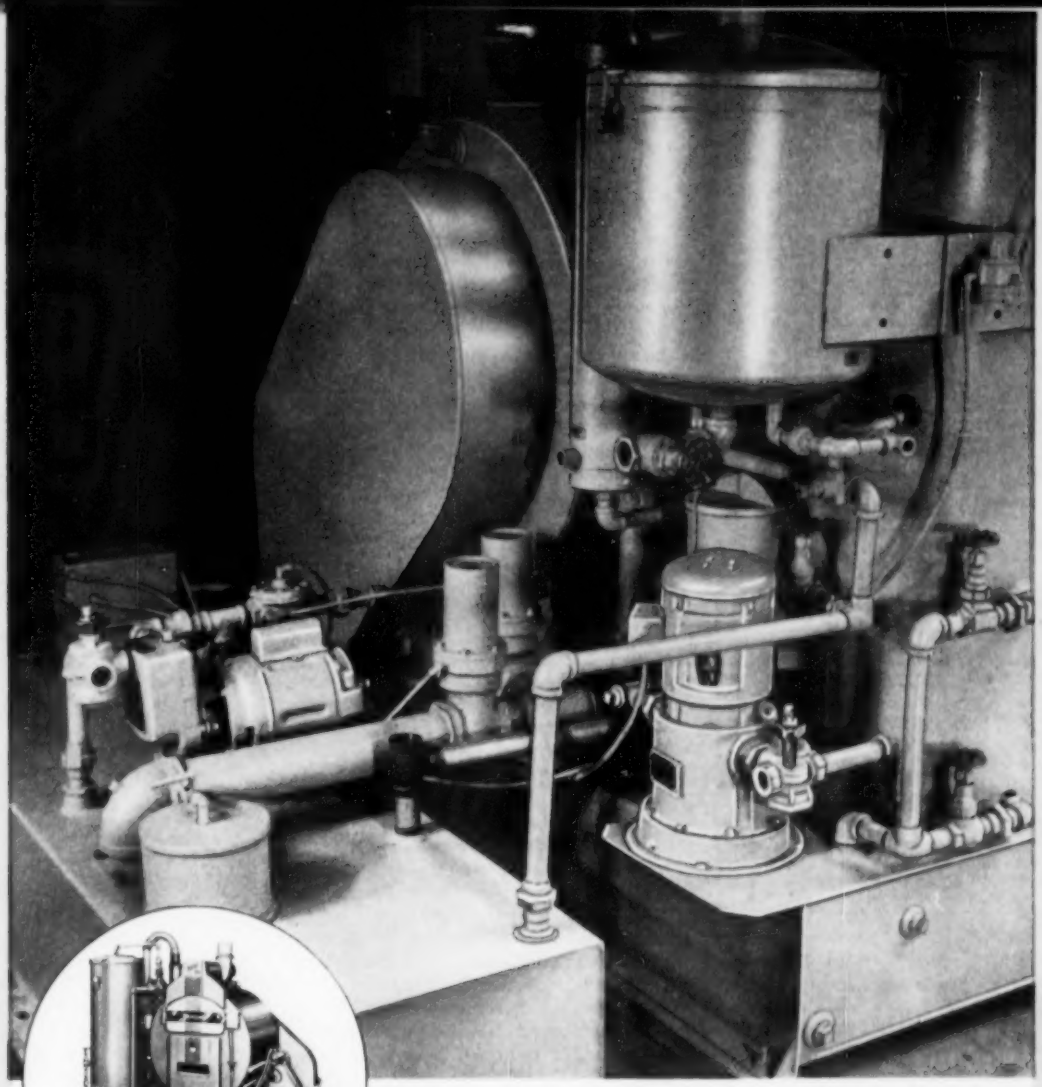
It developed that some of the patrons used these fasteners when wearing the shirts. In some cases they were left in the shirt when sent in for laundering. Somehow or other, no one notified the markers of this service.

There can never be a shadow of doubt of the girls' honesty. They were conscientiously placing the plastic buttons in envelopes to be returned with the finished bundle as the customers' property!

The practice has been stopped, of course. But it does illustrate how basically honest are most people.



Wall chart serves as constant reminder of importance of quality



Mercury Cleaning Systems use Marlow Pumps exclusively on their Numatic Perchlor and Petroleum Dry Cleaning Machines. These Marlow Self-Priming Centrifugal Pumps were selected for the fully-automatic, single-bath and two-bath units because of their quiet, long-lasting, trouble-free operation. Shown above are both a space-saving Marlow vertical and a Marlow horizontal pump.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

MARLOW PUMPS

Division of Bell & Gossett Company

Morton Grove, Ill. MIDLAND PARK, N. J. Longview, Texas

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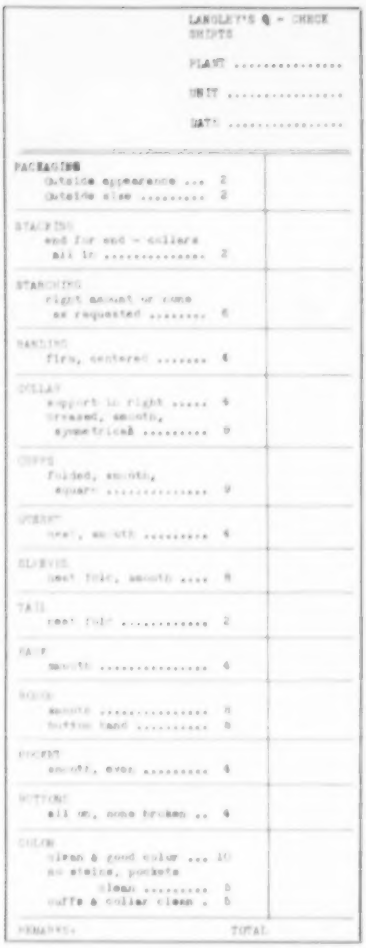


LANGLEY'S Q - CHECK SHIRTS

PLANT .....

UNIT .....

DATE .....

PACKAGING	
Outside appearance ... 2	
Outside size 2	
STACKING	
end for end - collars all in 2	
STARCHING	
right amount or come as requested 6	
HANDING	
firm, centered 6	
COLLAR	
support in right 4	
creased, smooth, symmetrical 9	
CUFFS	
folded, smooth, square 9	
YOKEST	
neat, smooth 4	
SLEEVES	
neat fold, smooth 8	
TAIL	
neat fold 2	
TAIL	
smooth 4	
BODY	
smooth 7	
buttons hand 5	
POCKET	
smooth, even 4	
BUTTONS	
all on, none broken .. 4	
COLOR	
clean & good color ... 10	
no stains, pockets clean 5	
cuffs & collar clean . 5	
REMARKS: TOTAL	

Plant set quality standards on check sheet for shirts

made by Bill Snyder, the plant superintendent, the route superintendent and the shirt laundry foreladv.

Work was examined from each of the three 2-girl shirt units. Management can check which unit did any given shirt. One collar press has been punch-marked with one mark, the second collar press has two punch marks, while the third has no mark. On the first two a tiny pucker appears on the inside of the collar. It's not enough to even be noticeable to the customer, but it is easy for management to check.

On the first check the units had a quality score of from 65 to 72 out of a possible total of 100 percent. At this point the finishers were brought into the act. The good points as well as the bad ones were explained to the girls. They were told how important their work was to the continued success of the company, and to their own jobs. At the end of the meeting they were told a similar check would be made a "few" days later. If the work showed improvement, they would be suitably rewarded.

No definite day was mentioned to avoid any special effort on their part just before inspection time. The following week the same scene took place with plant supervision. The work was still substandard in relation to what the plant expected, but there was definite improvement in two units. Each of the girls in these units was rewarded on the spot with a 50-cent piece.

The following week, on a different day, another inspection was made. All units were up and again the girls received the extra 50-cent bonus then and there. By the third week all three units were up to between 85 and 90 points. And once more the girls were given 50 cents apiece.

This was the average that management was seeking. It is interested in production, too, and felt this figure was realistic. The girls are able to maintain their 50 to 55 shirts per hour which qualifies them for the top rate of one dollar per hour. They can still produce quality at that figure according to the management. There is no incentive plan as such.

Once a unit reaches this production figure, its weekly output remains fairly constant. Management checks it constantly, however.

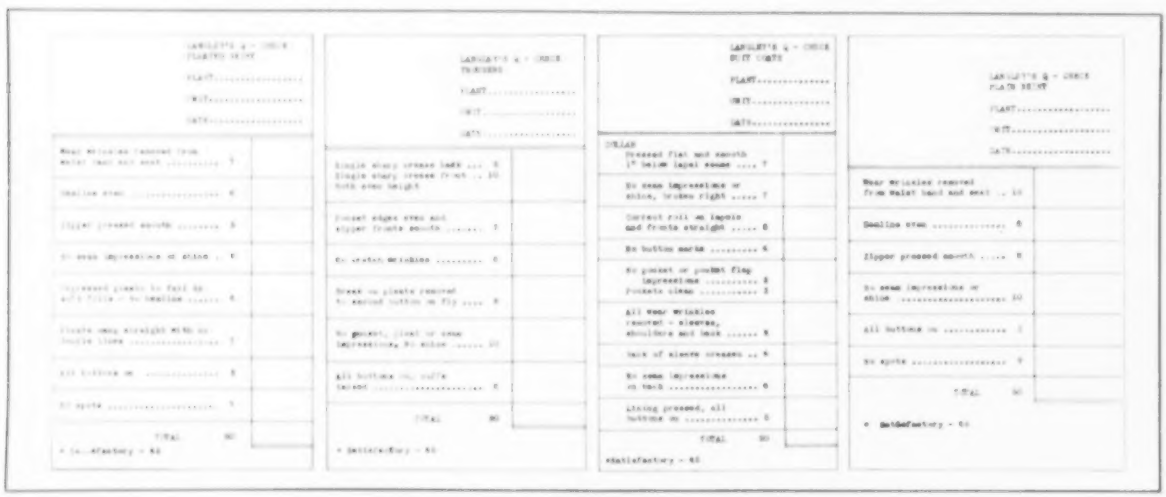
Sales staff participates

Once quality was acquired, the plant took an extremely important step. It brought the sales force into the act. Route salesmen and counter girls participated in the opening and inspection of the work. They graded the results and came up with the same excellent 85 to 90 percent averages that management had found several weeks previously.

Incidentally, the 50-cent bonus to the girls was stopped after the third week when they reached standard. By that time they were in the groove and were producing quality work just as easily as the former poorer work.

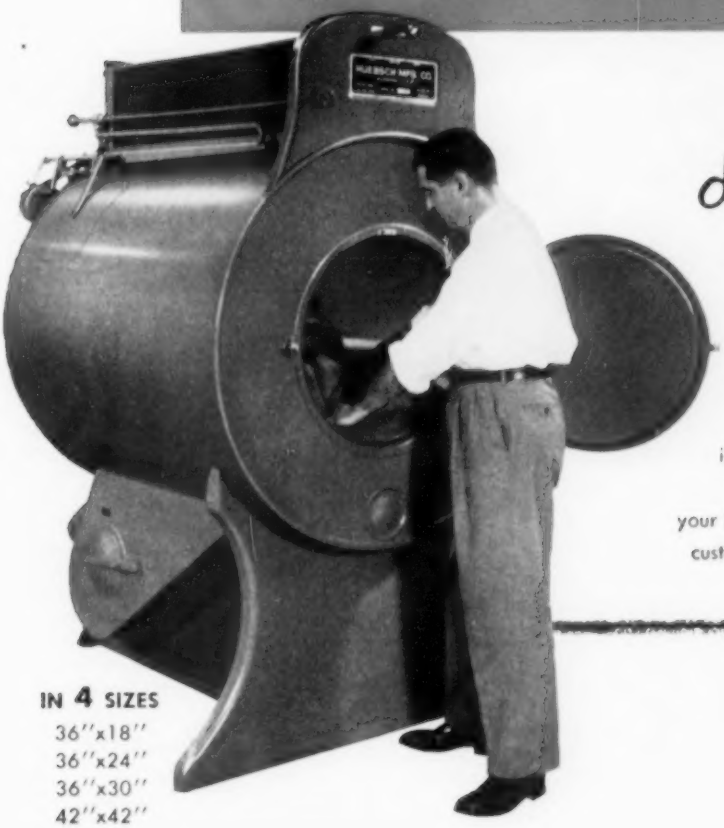
When the sales force saw that the work was right, they had added confidence to sell the service. But management wasn't through. They had another idea up their sleeve. They sent sample bundles to each of their main competitors.

The following week *this* work was checked and compared with the work produced by Langley's. Once again route salesmen were in on the inspection. It is reported that the Langley quality had top ranking. This really gave the salespeople something to sell, and shirt volume has been increasing as a result. The shirt crew



Special check sheets have been made for cleaning department, too

Trouble-free service for you . . .
Better service for your customers!



HUEBSCH
dry cleaning TUMBLERS

Whether you use one Huebsch Tumbler . . . or fifty, as some dry cleaning plants do . . . you *know* that fast, efficient, *dependable* operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!

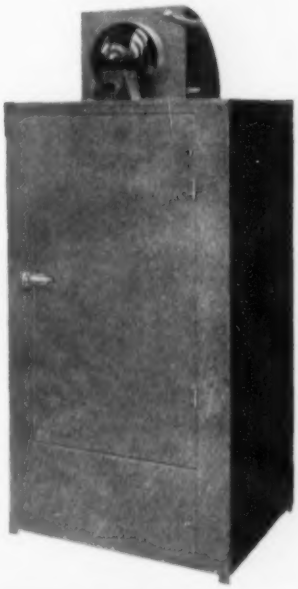
IN 4 SIZES
36"x18"
36"x24"
36"x30"
42"x42"

HUEBSCH BAGGERS

Note the specially shaped knob that prevents tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a *must* for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.

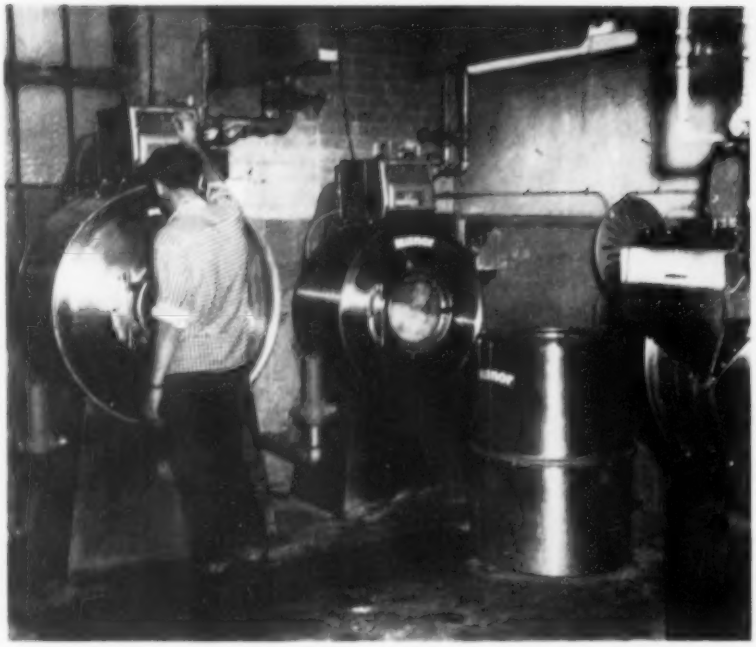
HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature . . . yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper. Fan motor equipped with rheostat for adjustable speed to regulate air volume.



HUEBSCH

ORIGINATORS
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN



Fluff-dry service has just been added by Langley's with good success

is happy, too, and has taken on a new sense of pride of accomplishment.

Works on drycleaning, too

Since the idea worked so well for shirts, Bill Snyder has expanded the plan to include drycleaning quality. Samples of the various check sheets are illustrated. The same procedure is followed. The only difference is that it wasn't felt necessary to issue the special bonuses to the drycleaning finishers. To begin with, their earnings are greater than those of the shirt finishers. Their quality is expected to be better. But the drivers do participate in the checks. Probably the important point is that the plant is doing this on a regular basis.

Work in both departments is inspected each and every week, but on different days. This follow-through keeps the production people on their toes. They are normal human beings and show interest in quality in direct proportion to the interest evinced by management. The check sheets are working tools and Langley's is using them well. ‡ ‡

Three 2-girl units have maintained high quality since third week of new control program

ZIPPER REPAIR

Continued from page 46

paper and over the radio. Also, its routemen and counter girls carry cards with minor repair charges, such as: cuffs renewed, $1.50 up; waist taken in, $1.50 up; sleeves, $2.50 up, etc.

Abe Kauffman or the head tailor handles all fittings for major alteration work. Charges on some of this work run as high as $50, as, for example, a double-breasted coat cut over to a single-breasted sport coat, with trousers altered.

Repairs and alterations are not limited to men's wear. Kauffman's will restyle a party gown, drape over a stain that cannot be removed, or redesign a dress or suit because its owner has eaten too many chicken dumplings and mince pies. "And there's a larger volume of that business," Mr. Kauffman says, "than you would guess."

To promote this service Kauffman's uses specialty advertising, direct mail to a select list of some 3,500, a part-time solicitor who works with routemen, some radio, and newspaper display in the rotogravure section of the newspaper. Most of an advertising budget of about $5,000 is spent for newspaper space, slanted to the alteration and repair department and the allied services. These services are the advertising door opener, also. ‡ ‡

Zipper Repair on Radio

Little-known occupations of Houston businessmen:

The zipper—that twentieth century marvel—is a great convenience. But when one of them fails most of us wish we were back in the good old button days. Few understand how and why the gadget works. But it is no mystery to Abe Kauffman, owner of Kauffman's Cleaners and Tailors, located at 4821 South Main Street. In fact, zippers are his hobby and he repairs them by the hundreds when they get off the track or fail to work for one reason or another. That's what makes his job really different and a lot of fun, besides. With a stock of more than 20,000 zippers of various sizes, colors and lengths, Abe is equipped to handle zipper worries on anything from a tent top to a cowboy engraved on a kid's jacket. Rely on Kauffman's Cleaners & Tailors for new zippers or for having yours repaired. . . .

You'll be ahead with these Warco Products.

TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.

ALL-COLER BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.

BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.

SCRAM BLOOD

The instant blood removing agent—the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.

W. D. P.

W. D. P. is Warco's Wet and Dry Pre-Spotter. Excellent on the wet side, dry side or when using a combination of both. Forms a clear emulsion. Free water rinsing. Compare W. D. P. with any other pre-spotting agent. By the gallon or case of 4.

CETIC-X-SOUR

A modern concentrated, odorless sour that bleaches stains, rust and corrosion in the souring process, and requires no rinsing. It is closer to the neutral point than glacial acetic acid and costs about one-third less. Safe to cellulose. By the gallon or case of 4.

SEND FOR OUR FULL LINE BROCHURE

ORDER FROM YOUR JOBBER TODAY

Warco LABORATORIES
13609 S. Normandie Avenue,
Gardena, California

Advertisement

WE KNOW YOU LIKE IT

"STRAIGHT FROM THE SHOULDER"

Almost a century of association with the cleaning industry has proved to us that you like your talk "straight." That's why, when we tell you about our new dry cleaning detergent, KONTROL, we can only guarantee to give you your money's worth in *real dry cleaning performance* . . . with exceptional water-soluble soil removal.

KONTROL is not a detergent to *try* . . . it is one to *use* because we know that from the very first order, you will be another satisfied KONTROL customer.

You will certainly want to know more about this fine product, so just ask your Eaton jobber. That's "Straight from the Shoulder," Mr. Dry Cleaner.

P. S.—If you haven't a copy of Eaton's Dry Cleaning Story, you'd better write now!

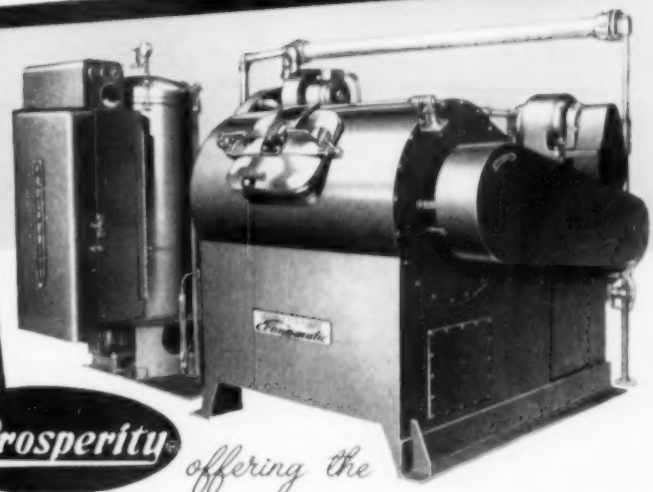
Eaton Chemical and Dyestuff Company,
1490 Franklin Street, Detroit 7, Michigan.
Canadian Plants: Toronto and Windsor.

Advertisement

HIGHEST-PROFIT Combination

The

Econo-matic®
CLEANING UNIT
WITH THE
Econo-miser
(TRADE MARK)*
SOLVENT RECLAIMER



Prosperity *offering the*

Lowest Investment per pound, per hour

One-Bath Operation: 5 Loads (180 lbs.) per Hour
Two-Bath Operation: 3 Loads (108 lbs.) per Hour

- **Fully Automatic**
- **Full Capacity Distillation**
- **Double-Button Trap**
- **Extractor Interlock**
- **Open-Pocket**
- **36-pound Capacity**
- **Karbate Condenser, unexcelled in condensing solvent vapors . . . non-porous, non-corrosive and trouble-free.**

THE NEW ECONO-MATIC, the highest production two-bath unit ever offered has all features necessary for large volume production at lowest investment and operating cost. Uses straight solvent, charged soap, or soap to each bath. Wash time is variable from 0 to 30 minutes. Dial can be set for any desired time and the entire cycle is automatic, including drain, extract, rinse and final extract. Signals when cycle is complete.

THE ECONO-MISER is available only as a companion to the Econo-matic. Over-sized lint bag cleaned rapidly. "Trigger lock" door catches are adjustable, easy to operate. Complete with water separator.

Copyright 1957, The Prosperity Co. *Trade Marks, The Prosperity Co., Inc.

AUTO-MISER *Solvent Reclaimer*
(Trade Mark)
Fully automatic operation . . . 36-lb. and 45 lb. capacity . . . Program timer provides variable drying time with automatic cooldown, deodorizing and water control.

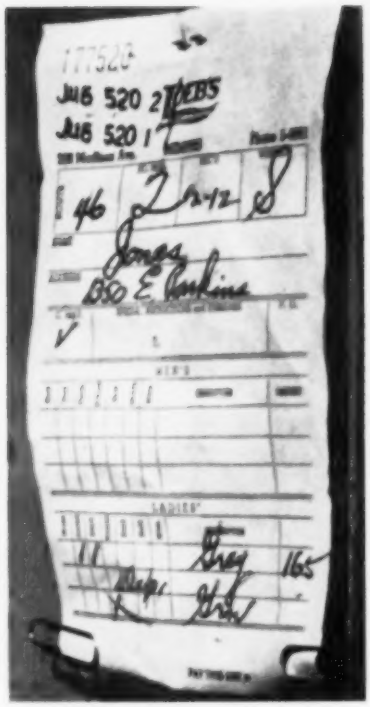
The **PROSPERITY** *Company Inc.*

Dual Marking Aids Control

With the help of

. . . early ladies' wear assembly
. . . department division
. . . mechanical piece counters

By WILLIAM R. PALMER



Two marks stamped on invoice show a two-piece item and a one-piece item

IT'S QUITE POSSIBLE to over-standardize an operation. Sometimes much better results may come from different methods in different departments.

A case in point is presented at Loeb's Laundry and Cleaners in Memphis, Tennessee. Here ladies' wear is assembled immediately after leaving the cleaning room. W. S. Johnson, drycleaning superintendent, believes this results in better appearing garments, in better control of workflow, and in lower labor costs. The plant handles an average of 35,000 pieces a week, about 40 percent of it being ladies' wear.

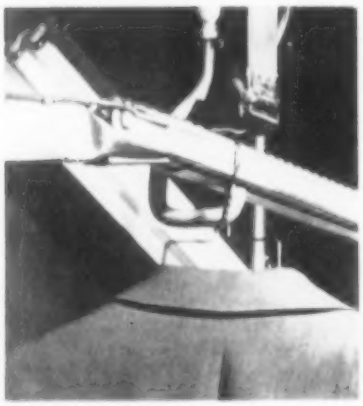
It was Mr. Johnson's intent to avoid the multiple handling of freshly finished garments that occurs so often in the assembly department. Pieces waiting for stragglers, in particular, are apt to be jerked about quite a bit before finally escaping to the bagger.

At Loeb's garments are hung immediately after leaving the tumbler. Split-rail assembly is used with 100-order lots. The assembly girls inspect for spots and stains as well as for rips and tears. This permits spotters to concentrate on their skilled productive work. It enables the sewers to work without fear of messing the finish of a garment.

The finishers complete each order before starting the next. All pieces in an order are hung together on the conveyor by the finisher. They come up to the final inspector all in a row. The checker receives them in the same order. She confirms the piece count and rechecks the marking tags almost in the same motions with which she bags the garments.

A machine-marked pin tag has a coded number. For example, "J46 505-2B" indicates marker "J," route "46," invoice number ending in "505," two pieces, one of which is a belt. This code number is stamped on the original invoice as well as both marking tags.

Invoices have space for three garments under ladies' wear. Entries are grouped naturally. That is, a line may contain a three-piece suit, or one or more skirts, or blouses, or sweaters, so long as the group can be briefly described on the one line. The same mark is given to all pieces on one invoice, except for changing the last figure.



Finger on conveyor is raised by passing hanger, and trips piece counter 15 feet away on wall

LOEB'S

ROUTE 46

TKT. NUMBER 505-2B

Name Jones

Address E. Parkins

3 Packages

Extra package slip is made out simply as possible so it can move ahead of invoiced package

How invoice is marked

The sample number given above ended in "2B," indicating a dress and belt. This represents the entry on one line of the invoice. On the next line might be three skirts, which receive the number "J46 505-3H." The "H" is one of several code letters to indicate type of garments. While not entirely necessary, they help speed assembly, since the girls are working without invoices. "H" is for skirts, "J" for blouses, "L" for linings. Hence a third entry might be "J46 505-2L" signifying a coat and separate lining.

All marks are stamped at the top of the invoice, the total of their final digits equaling the number of pieces listed on the invoice. This is true even if all the numbers are alike. Thus an invoice listing three dresses and belts

never before at this low cost!

sensationally new

SANITEX POLY-BAG'R*

$395.00

FORMS TRANSPARENT PLASTIC GARMENT BAGS RAPIDLY..ECONOMICALLY!

SAVES TIME!

SANITEX POLY-BAG'R packages up to 240 garments per hour . . . regardless of length. Easy to operate, adjustable height. Top automatically heat-seals; next bag always ready for continuous, troublefree operation.

SAVES MONEY!

You actually save 1 to 1½ cents per bag! Use 2 bag widths simultaneously (20" pants width, 21 x 4" gusset or 24" or 25" rolled flat stock). Holds 3 dresses or suits in one bag! SANITEX POLY-BAG'R pays for itself . . . quickly!

SAVES SPACE!

Clopay's SANITEX POLY-BAG'R with roll film stock requires only 1/5 storage space of lay-flat stock! No inventory nor ordering worries about special size pre-formed bags. Versatile POLY-BAG'R creates storage bags, shoulder covers, drapery bags equally well!

*Especially designed for SANITEX POLY ROLFILM. Sparkling, glass-clear tough polyethylene. 3000 lineal feet per roll.

SPECIFICATIONS:
Machine Weight . . . approximately 100 lb
Floor Area Required . . . 3 square feet
Current . . . 110 AC or DC
Warranty . . . 1 year

POLY-BAG'R PACKAGES GARMENT IN 15 SECONDS

SANITEX SALES CORPORATION

division of CLOPAY CORPORATION, Clopay Square, Cincinnati 14, Ohio

COPYRIGHT 1957 CLOPAY CORPORATION, CLOPAY SQUARE, CINCINNATI 14, OHIO

MAIL COUPON TODAY FOR COMPLETE INFORMATION

Sanitex Sales Corp.
Clopay Square, Cincinnati 14, Ohio

Gentlemen: Please send complete information on SANITEX POLY-BAG'R.

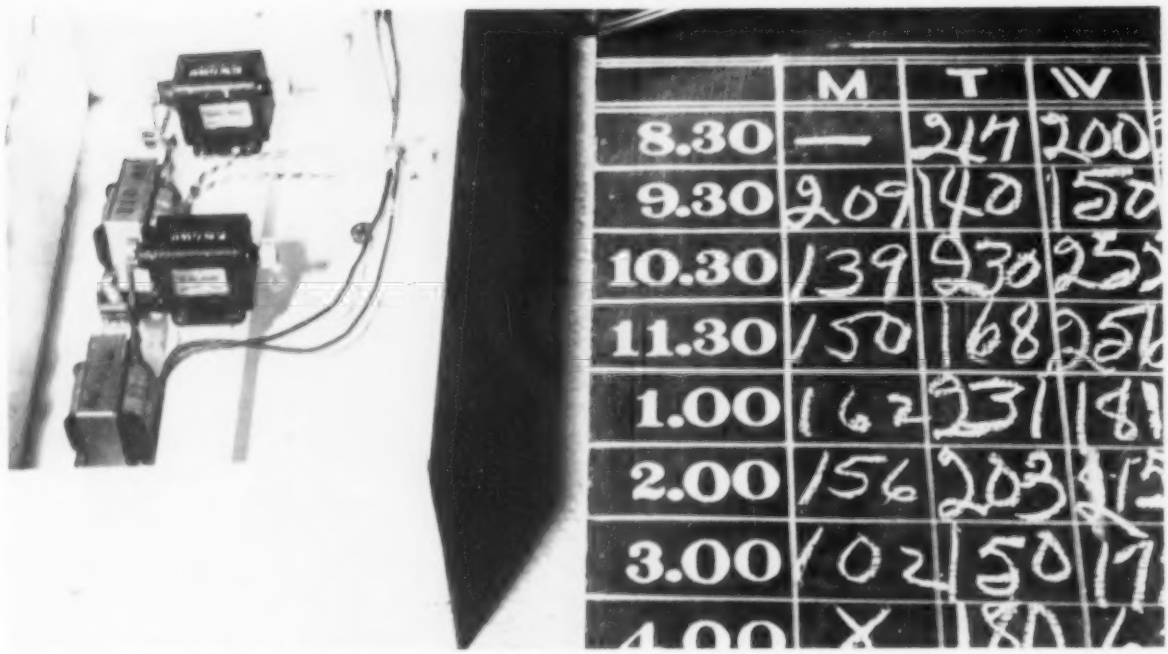
Company . . . . . .

Address . . . . . .

City . . . . . Zone . . . State . . . . . .

Name . . . . . .

Title . . . . . .



Separate counters tally for separate wool finishing sections feeding separate assembly units. Counters for silk finishing are in office

on the three lines would have "J46 505-2B" repeated three times on it. The invoice with the dress and belt, three skirts and coat with lining would be stamped at the top with "J46 505-2B, J46 505-3H, J46 505-2L."

Garments are bagged together only when there is no danger of crushing them. Many orders go out with the items on each line in separate bags. The invoice is sent with the last bag of the order. Extra package slips made out by the checker are attached to the other bags in that order. These bear route number, ticket number, customer's last name, customer's street (but not the street number) and the number of packages in the order.

If part of an order is held for stragglers, the rest can go on to the driver's racks without delay. A driver knows that if he has the bag with invoice, the whole order must be down.

System on men's work

All men's work is marked with strip tags, using a two-part tag on single pieces and five-part tags for multiple pieces. This method is used on men's clothing because it must go through either a coat or a pants unit. Nothing is to be gained by pre-assembling them.

A measure of control is obtained here by dividing the men's finishing department into two duplicate groups. Each group can be manned by 7 people working on a unit operator basis, or by 13 people working as a team. Thus, as volume changes Mr. Johnson can shift one group at a time from unit operation to team operation, or vice versa.

Each finishing group on the men's side has its own split-rail assembly. One assembly handles invoices from 1 to 50, the other from 51 to 100. Fifty orders make a men's lot. A lot is assigned to the proper finishing unit according to tag numbers. The assemblies are adjacent so the same crew can work them both.

All drycleaning that requires special handling is flagged with a special tag. The special instructions are entered on the invoice in a box for that purpose. This must be initialed by the inspector before the order goes out.

Check on workflow

A workflow check is maintained in both men's and ladies' finishing by means of automatic piece counters. Spring-steel fingers lie on top of the various conveyor chains. Each time a hanger passes under it, the finger is lifted against a contact. This closes a circuit and trips a piece counter.

Counters for the men's side are mounted on a wall. At hourly intervals these are read by an inspector. The count is posted on a blackboard beside the counters. These figures are copied onto the office production records at the end of the day.

The women's finishing is close to the drycleaning superintendent's office. It is easier for their counters to be mounted in the office and be read by the clerk at the hourly intervals.

These counts are not expected to give exact figures, but serve to give hour-to-hour and day-to-day comparisons. Two or more hangers crowded together under the finger, for instance, are apt to register as only one hanger. However, such occurrences average out over a day, so that the figures used for comparison are quite valid.

Since employees are paid on weekly rates, there is little time consumed in piece counting. At the same time the mechanical counters do have a good psychological effect on whole departments. They make it possible to immediately narrow the cause of a bottleneck down to the department responsible. Concentration on the few individuals therein usually ferrets out the trouble quickly.

Mr. Johnson and Fred Thesmar, president of Loeb's, set up the original system of counters with the thought that they might need to add more check points. They expected to have to check hangers out of the cleaning room and again into the finishing departments. This has proved unnecessary.

Mr. Thesmar points out that bottlenecks develop in direct ratio to the number of human beings involved. The finishing department contains about half the plant's productive employees. By breaking the department down into several sections with separate controls, they seem to have ironed out most of the workflow problems. # #

CUT YOUR COSTS AND ELIMINATE SOLVENT ODORS— WITH DEODORIZED APCO 125!

The fast, low-temperature tumbling made possible by Deodorized APCO 125 saves on steam, electricity and equipment. It also frees your plant from solvent odor—a fact employees appreciate. For details, see your Stod-Sol man.

APCO
INDUSTRIAL NAPHTHAS

PRODUCERS • REFINERS

ANDERSON-PRICHARD *Oil Corporation*

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

QUESTIONS and ANSWERS

Stains on White Sweater

I can't seem to remove the brown stains from this white wool sweater. Can you help?—*D. D., Texas*

We believe the original brown stains on this garment were dye stains.

In instances of this kind, it is most advisable to first try a soaking-out procedure. This may be on the dry side, using one of the charging detergents in solvent to a concentration of about 10 percent. If such a prolonged soaking on the dry side produces no results, it would be advisable to extract and deodorize the garment and then proceed to a soaking-out bath on the wet side by using a synthetic detergent in a bath of water. Again soak the garment for an extended period (perhaps all day and overnight). If the stains still remain, some ammonia can be added to the bath provided the color of the garment permits.

Such soaking-out operations are very effective and are in no way harsh or severe on the fabric. If such procedures fail, then a more drastic measure such as bleaching may be necessary. But such measures should be resorted to only when the less severe steps have been first tried.

In the case of this garment it is doubtful if much can be done toward restoration, since it appears that felting has already developed on the wool yarns, resulting in the characteristic harshness. However, the above soaking-out procedures might help. Any bleach used should be mild oxidizing peroxide or sodium perborate.

STOP BRUSHING ...and SAVE

Even mixed loads won't lint with Spix NO-LINT

Sensational NO-LINT eliminates lint from *all* work without hours of costly brushing! Just spraying NO-LINT on top of the load before drying does the trick . . . there are no extra steps, no interruptions to cleaning room procedure. Garments can also be de-linted individually.

Put an end to all lint problems *now* with NO-LINT. An 8-oz. bottle pays for itself the first time you use it!

USE SPIX NO-LINT ON EVERY LOAD AND FORGET LINTING PROBLEMS!

KEEP THESE UNIQUE DRYCLEANING SPECIALTIES HANDY!

FOR ALL COMMON STAINS

Spix **AL-BEX**

Use AL-BEX for quick, easy wet or steam spotting. AL-BEX dissolves the albumin which holds most food stains in fabric. A few drops is all you need. You'll find AL-BEX your most valuable spot-remover!

NOW PACKED IN RE-USABLE PLASTIC SQUEEZE BOTTLES!

FOR SPECIAL STAINS

Spix **GLUTONE**

Here's your ace-in-the-hole when all other spotters fail. GLUTONE removes stains caused by lipstick, asphalt, pitch, tar, chewing gum, collodion, cooking oil, paints, wax, airplane glue, grease, ball point ink, cosmetics, shoe polish. Won't injure cellanese. *There's nothing like GLUTONE!*

FOR BETTER SUEDE RESULTS

Spix **SUEDE FINISH**

Spix SUEDE FINISH restores original color — often eliminates dyeing—and produces a more lasting finish than oil-base products. Suede finishing is *sure* and *easy* with this amazing wax preparation. Make sure you have it on hand for more profitable suede business.

Call Your Jobber or write for information to:

Spix **PRODUCTS COMPANY**

119 Dahlem Street, Pittsburgh 6, Pa.

Chemically Caused Stains

Can you tell us how to remove the stains on this pair of men's blue trousers? Our customer is experimenting on a new chemical and would like information on removing it from his clothes.

—L. I., New York

The stains on this garment appear to have been caused by an adhesive or plastic of some type. We have found that this staining substance is slightly soluble in amyl acetate and rather quickly soluble in acetone.

Amyl acetate is safe on all fibers and thus it is advocated for use on spotting boards. However, in this type of spotting operation, it is rather slow in its action and evaporates rather quickly. Repeated and steady use of the amyl acetate is usually necessary to remove this type of stain.

Acetone is probably the best solvent for treating stains of this type. However, the problem in using it lies in the fact that *it will also dissolve acetate fiber*. And because acetate is often found as a fabric as well as in combination with other fibers, it is not recommended for use on the spotting board.

So far as this customer is concerned, I would suggest to him that he make certain the trousers he wears are all wool. Acetone then can be used with safety in removing this type of stain.

In the case of this garment acetate is present, and there has been fiber damage in some spots where acetone or a similar spotting agent was used.

NEW Cravenette Water Repellent Works Like Magic in any Charged System!

It is no secret that today's charge systems have made it hard to process garments for water repellency with any certainty of uniform results.

Well, we now have a cure for that trouble. After extended research our laboratories have now come up with a new "*Cravenette*" water repellent that works like a charm after any charged system cleaning. You can obtain and maintain a quality of repellency consistent with your highest standards.

This is an entirely new formulation that is completely soluble without heating, and at room temperatures; unlike so many other products it remains in solution at lower temperatures, and without separation. It mixes with petroleum or chlorinated solvent. Maximum repellency is imparted to all fabrics regardless of the method of cleaning or detergent used, and on garments cleaned in any type of charged system with or without a clear rinse. With this new "*Cravenette*" repellent you can deliver to your customers garments of the finest repellency—garments that will shed showers in a way to assure maximum repeat business.

If you already use "*Cravenette*" repellents, but have not yet tried this newest of our developments, please get in touch with us at once. If you haven't used "*Cravenette*" repellents at all—here is an opportunity to acquire a quality repellent that will boost your sales because it has had the confidence of the public for more than 70 years. It may be there is a franchise still open in your area.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

Since 1887 the world's leading producer of water repelling preparations for garment fabrics

WRITE!

Cravenette Co., U. S. A.
Gentlemen:
Please send me full information about your newest water repellent usable with all types of charged systems

Name _____

Company _____

Street address _____

City _____ **State** _____

NEW 2% NO-RINSE CHARGE WITH CONDUCTIVITY CONTROL

New detergent specifically designed for this method, has three exclusive features:

- **Conductance value adapted to use with Street's standard Conductivity Control Unit.**
- **Colorless. Cannot contribute to discoloration of the no-rinse charge.**
- **Molecular weight adapted to use of Street's standard S.S. Test Kit.**

BY PAUL WARREN

now available to no-rinse charge plants

The Electrosil Conductivity Control Unit, *invented, perfected, installed and serviced by* Street's, *is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading 2-Bath plants. It is the only moisture control apparatus serviced by a corps of 50 factory trained field technicians. The new Cindasol is the first colorless detergent designed to provide the precise conductance value in 2% charge which makes it adaptable to use with the standard Conductivity Control Unit.*

COPYRIGHT 1957 R. H. STREET & CO., INC.

Heretofore installations of the Conductivity Control Process were limited to plants equipped to use a 4% charge with a separate purified rinse.

Because conditions in many plants do not permit the use of a separate rinse, there has been a persistent demand for an improved technique which would make practical the use of Conductivity Control in a no-rinse method.

Extensive and costly research has now satisfied that demand through the development of a new detergent possessing three exclusive features.

This research was started on the premise that no concentrated detergent may be used in a 4% no-rinse charge without danger of swales and drying difficulties. Any concentration higher than 2% is impractical in the no-rinse method. Therefore, our first problem was to design a detergent which, in a 2% concentration, offers the same conductance value as the standard 4% charge. This requisite is necessary for optimum results with Street's Conductivity Control Unit, which in turn provides optimum water-soluble soil removal with optimum safety.

The next step in this research project was to formulate the new detergent so that it would be substantially colorless. As this paper goes to press, all concentrated detergents in commercial use are amber in color, even those about which lightness in color is featured in trade paper advertisements. The amber color of the old detergents contributes to the dis-

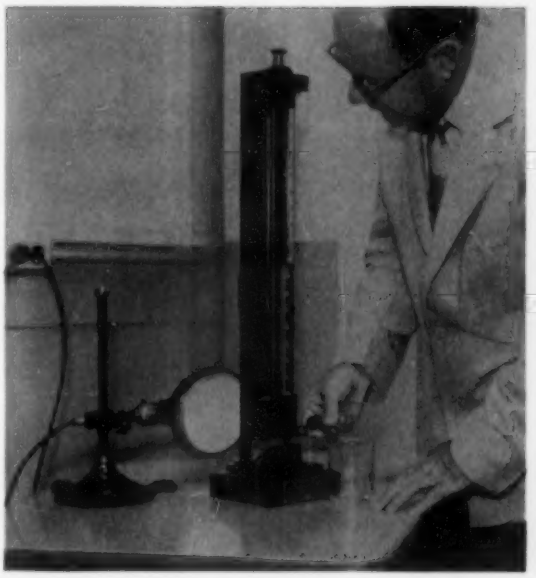
coloration of the no-rinse charge. We demanded of our researchers that the new no-rinse detergent have a Saybolt reading of plus 12 or higher, which appears almost water-white when compared with the other so-called light detergents. This feature gives a new concept to the no-rinse method.

Finally, and of extreme importance, we demanded that the new detergent designed for 2% have the same molecular weight as our detergent used in 4%, so that the operator could benefit from the use of STREET's original S.S. TEST KIT. Uniform results from a charge system come only with uniform concentration of detergent. STREET's S.S. TEST KIT was the first (and is still the most accurate) means of determining percent detergent in charged solvent. The new detergent is designed specifically for use with that tried and proven method of analysis.

Development of the first detergent designed for 2% charge with CONDUCTIVITY CONTROL marks a valuable contribution to those operators whose facilities restrict them to the no-rinse method. Used in 2% concentration with CONDUCTIVITY CONTROL, this new detergent establishes new standards for soil removal and whiteness retention in the no-rinse method. Operators of one-bath plants may now enjoy the benefits of the same CONDUCTIVITY CONTROL UNIT which has proven itself so efficient in over 5000 of America's leading two-bath plants.

Inasmuch as the new, colorless detergent described herein was originally and specifically designed for use with CONDUCTIVITY CONTROL, it is only fitting that its trade name be known as CONDUSOL.

For further information regarding the use of CONDUSOL in the 2% no-rinse method with CONDUCTIVITY CONTROL write to R. R. Street & Co. Inc. 561 West Monroe Street, Chicago 6, U.S.A.



lighter than any other concentrated detergent

Above photo shows chemist using the TAG A.S.T.M. SAYBOLT STANDARD UNIVERSAL CHROMOMETER *which registers color shades from minus 16 (the darkest that the Saybolt can measure) to plus 30 (water-white). With a Saybolt rating of plus 12, the new Condusol detergent appears almost water-white when compared with other concentrated detergents, all of which are darker than the lowest minus 16 Saybolt rating. This places Condusol at a decided advantage in the one-bath method where the fabrics are not rinsed in separate purified solvent following the charge.*

S.S. Test Kit ensures uniform charge

This photo shows the original S.S. TEST KIT *arranged in a metal rack designed for convenient mounting on wall or pipe in the cleaning room. The new Condusol detergent has the precise molecular weight which makes it adaptable to use with this tried and proven kit. Uniform results with the charge system come only with uniform concentration of detergent.*

This new detergent has exclusive features in being colorless, and in having molecular weight adapted to use with the S.S. Test Kit. However, the first and foremost requisite was that its conductance value in 2% charge be adaptable to use with the Conductivity Control Unit. Being the first detergent so designed, we have selected for its designation a trade mark which is associated with its use:

CONDUSOL

Advertisement

COPYRIGHT 1957 R. R. STREET & CO. INC. CO-283

"You positively can control the major causes of fire" . . . **ARNOLD A. WEINTRAUB**

DON'T LET FIRE STRIKE! *Expert explains causes of fire and explosion, and gives check points for preventive inspection . . .*

INSURANCE EXPERTS report that the major destruction to business property is caused by fire. While the damage is covered to some extent by insurance, it is universally acknowledged that the interruption of business, inability to fulfill obligations, loss of records and skilled help are beyond compensation.

Carelessness and poor maintenance are responsible for most fire damage. Is your plant next? It's up to you! *You positively can control the major causes of fire.*

Perhaps with a better grasp of the nature of fire itself, we shall be able to prevent the resulting death and property loss. The three elements necessary to produce a fire are fuel, oxygen and heat. In the paper, fabric, wood and volatile liquids throughout your plant, you have the fuel for the fire. Oxygen, of course, is present in the air. Only one constituent remains, the heat necessary to ignite the fuel. The third item, heat, is the medium through which most carelessness takes its toll.

Smoking the leading culprit

In introducing the heat, smoking is the leading culprit! It may sound trite. You may have heard it a hundred times before, but that's the inescapable fact. Unless you face the smoking problem squarely, and rigidly prohibit it in dangerous areas, your plant is on the list, just waiting to blaze up into the next horrible example.

Consider the human element, however. If a man is prohibited from smoking, he may try to "sneak a cigarette" in a restricted area. As his supervisor approaches, he might flip the cigarette into some combustible material to escape detection . . . and your fire is on its way. If you find evidence of smoking in portions of your plant

About the Author

Arnold A. Weintraub is a Lieutenant of the New York Fire Department in charge of the Fire Prevention Education Unit. He has been a member of the Fire Department for 18 years, is a member of the faculty of the Fire College, a member of the National Fire Protection Association, American Society of Safety Engineers. He holds the degree of Bachelor of Chemical Engineering, School of Technology, College of the City of New York.

The swing is to shirts and...

CLEANERS SHOW MORE PROFIT DOING SHIRTS

86% of cleaners with shirt laundries showed profit... only 44% of those who farmed out shirts showed profit.*

Profitable shirt laundering requires know-how. You can gain this experience without paying for mistakes with—

H. KOHNSTAMM'S SHIRT SERVICE

Depend on 106 years of H-K laundering experience to show you a more successful, more profitable shirt operation. We'll give you the benefit of time-tested tips to save you time, trouble and money. We'll eliminate the wrinkles that cut down profit. Why settle for less than the best—when it costs no more? Write or phone today!

* Based on a survey by a leading dry-cleaning publication

A complete line of laundry and dry-cleaning supplies. Send for free booklet, "Better Way Washing Talks." Nation-wide service.

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FOREMOST MANUFACTURER AND DISTRIBUTOR OF QUALITY LAUNDRY AND CLEANING SUPPLIES

SPRAY Signal ANTI-LINT!

END LINTING PROBLEMS!

Merely spray on top of the load before drying and elimimate brushing and vacuuming of linted articles . . . at less than 1½c per 100 pounds. Also stops synthetics from sticking and creeping . . . minimizes classification of clothes.

FREE SPRAYER WITH EVERY 6 BOTTLE CARTON
WRITE TODAY FOR FREE SAMPLE BOTTLE (30 day supply)

Contact your nearest jobber or write

Signal chemical mfg. company
5020 Richmond Rd., Bedford, Ohio

where it is prohibited, the solution in your case might be to provide an area in which your employees can smoke without danger. That simple safety valve can prevent a devastating explosion.

Watch for electrical defects

Electrical hazards always rate high as a cause of fires. Poor maintenance is discovered in most instances. Ignition of lint by an overheated motor bearing was responsible for one $100,000 loss and in another case a short circuit, caused by an extension cord wrapped around a nail, scorched a $200,000 fire into the bulging record. These are the common occurrences you read about in the newspaper every day.

Proper usage and maintenance are the magic words. To prevent fires from electrical causes:

1. Use only cords approved by Underwriters Laboratories.
2. Never hang extension cords from nails or fasten to wall with tacks.
3. Replace all worn or frayed cords.
4. Use bulbs of proper wattage, keep them from contact with combustibles and protect against breakage.
5. Provide vaporproof globes for bulbs where atmosphere contains vapors of flammable liquids.
6. Use only proper size fuse and check for short circuit or overload if the fuse blows.
7. Keep motors lubricated to prevent overheating.

With regard to heating hazards, defects in oil burners, smoke pipes, flues and chimneys cause the fire damage. Frequent check of the entire heating system will help to insure your safety.

Nature of flammable liquids

In order to discuss the problems created by flammable liquids, it is desirable to define some of the basic terms of reference. *Ignition temperature* is the lowest temperature required to initiate combustion that will continue independently of the heat source. One type of gasoline (50-60 octane), for instance, will ignite at 536° F.

Liquids, as you know, will not burn in the liquid state. They must evaporate into the vapor phase before ignition can occur. *Flash point* of a liquid is the lowest temperature at which it gives off a vapor which will form with air an ignitible mixture.

The third hazard criterion of a flammable liquid is its *explosive limits*. There is a minimum concentration of the vapor in air, below which propagation of flame will not occur on application of an ignition source. That is the lower explosive limit. Similarly, there is a maximum concentration above which the propagation of flame cannot be achieved. That is the upper explosive limit. At any point between the two, introduction of an adequate heat source will cause ignition or explosion depending on the physical conditions.

For gasoline, 1.4 to 7.6 percent by volume represents the explosive limits. If the carburetor of your car delivers less than 1.4 percent or more than 7.6 per cent of gasoline vapor to the cylinders, you may have to call the AAA to get you started. On the other hand, if a proper mixture between 1.4 percent and 7.6 percent is supplied, the spark plugs will ignite the mixture and the motor will purr smoothly.

All of the flammable liquids in your plant possess these characteristics and a knowledge of the figures with respect to the few you use will be a valuable tool for instructing your employees in the proper safeguards. Check with the manufacturer for this information.

Naphtha, for instance, can be almost as dangerous as gasoline. It does

not have the same specific chemical composition in every case, however, and its characteristics depend upon the ingredients. Using naphtha for rug, upholstery or garment cleaning creates a potential danger of the highest order. Recently an explosion occurred in an apartment after professional operators had used naphtha to clean the upholstery. One wall was blown down but fortunately the rooms were vacant and there were no injuries. When this mixture is in the atmosphere, any source of heat—a pilot light on a gas range or even a spark caused by ringing the doorbell—can supply the ignition source to initiate the explosion.

Relative hazard ratings

The Underwriters Laboratories has promulgated a standard classification for grading the relative hazard of various flammable liquids. The danger of any fluid you use can be judged by comparison with this classification.

Ether Class	100
Gasoline Class	90–100
Alcohol (Ethyl) Class	60–70
Kerosene Class	30–40
Paraffin-Oil Class	10–20

A substance like naphtha can be mixed with carbon tetrachloride, which will not burn, to reduce its flammability. If carbon tetrachloride is added to naphtha, with a flash point of 0° F, to form a mixture containing 70 percent tetrachloride, the flash point will be raised to 75° F and the danger will be reduced considerably. Where the initial flash point of the naphtha is 60° F, only a 25 percent mixture of carbon tetrachloride will raise the flash point to 75° F. While this method can be effective in reducing the hazard, its inherent danger is that the carbon tetrachloride may evaporate and leave the original substance.

Considering some of the other materials used in the trade, trichlorethylene and perchlorethylene (also known as tetrachlorethylene) are nonflammable. Stoddard solvent, Varnoline and similar liquids packaged under a variety of other trade names, possess the solvent properties of gasoline but the fire-hazard properties of kerosene. That, of course, is a gain on the side of safety. There is a danger, however, that operators using these fluids consider them "safe solvents" and neglect to take the ordinary precautions necessary for a liquid in the kerosene class.

While kerosene is less of a hazard than gasoline, it can flash at 100° F and, once the vapors are in the atmosphere, the resultant explosion is just as destructive as one in which gaso-

DRY CLEANING PRODUCTION

Dragging?

THESE DATA SHEETS WILL SHOW YOU EXACTLY HOW TO GET INSTANT MAXIMUM HEAT FROM DRY CLEANING UNITS

Proper steam-trapping can increase your output as much as 35%! Give your operators heat the moment they start up equipment. Use these handy sheets to determine the proper way to trap your plant equipment. They tell you exactly what equipment needs steam traps in your plant, and what type and capacities of trap to use on each unit.

Mail coupon for your complimentary set of data sheets today:
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1930 West 96th Street,
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Mail Coupon For Your FREE DATA SHEETS...

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QUALITY STEAM TRAPS SINCE 1886

2 of the Economy, Accuracy, Efficiency Stars ON THE "PRE-MARKED" HIT PARADE

1 PRE-MARKED STRIP-TAGS

Cut marking and checking costs to ONE-HALF...400 color combinations...1000 strips to a box, 6 tags per strip, numbered 1 to 1000. Only $3.30 box (white), $3.50 (colored).

2 SAV-WAY Piece-Count System... So easy to use! *Only 59¢ per 1,000 tags*... Choice of 10-colors, Piece numbers 1 to 8 in each color.

See our whole money saving line

Consult your Jobber or

Write PRE-MARKED STRIP-TAG CO.
3232 India St., San Diego 12, Calif.

line is involved. During one recent winter, the death toll of 28 from fires caused by kerosene stoves in New York City led to legislation banning the use of kerosene for heating. The "Stoddard" type solvents are in the same hazard class and must be handled with care.

Essential precautions

Where flammable liquids are used, the following cautions are imperative:

1. Prohibit smoking in operating area.
2. Eliminate all open flames.
3. Provide adequate approved ventilation.
4. Clean up spills immediately.
5. Keep liquids properly stored. Use safety cans where necessary.
6. Ground all motors or other moving parts that might create a static spark.

Health hazards

Toxicity is a problem that must be analyzed along with the flammability hazards of cleaning material. Each substance must be given due consideration from both aspects. A liquid completely safe from one point of view may be extremely hazardous from the other.

Numerically, skin infections constitute the most prevalent type of occupational disease. More than 50 percent of the claims in some states pertain to occupational dermatitis. These skin lesions can be caused by direct contact in the handling of corrosive liquids and solvents.

Naphtha and benzene type solvents along with their flammable hazards have marked irritant properties.

Carbon tetrachloride has marked narcotic properties. Because of its extensive use, exposure must be closely watched and continued operation in carbon tetrachloride atmospheres prohibited. Severe exposures or insidious constant inhalation of even small concentrations can cause your employees to suffer nervous disturbances and injury to the liver and kidneys.

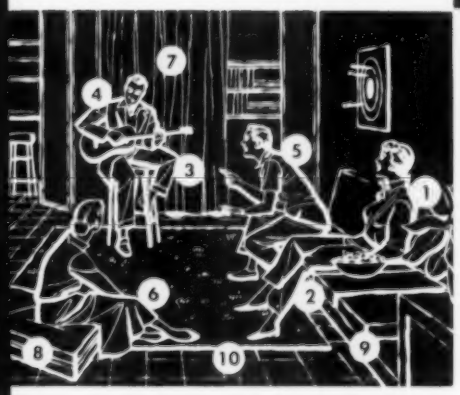
One of the features that makes tri- and perchlorethylene valuable as cleaning agents is their ability to dissolve fats. Unfortunately, however, they are not able to distinguish between living tissue and fat or grease stains on a rug or fabric. They exhibit an injurious effect on the liver causing a fatty degeneration of this organ.

Where any of these toxic substances are employed, direct contact must be avoided. Proper ventilation should be given the utmost consideration.

This represents some characteristics of cleaning materials considered separately from the standpoint of flammability and toxicity. There is also an interrelation of the two. Whether or not a solvent is flammable of itself, its chemical action when subjected to fire is a vital factor. Carbon tetrachloride, trichlorethylene and perchlorethylene, which are toxic and nonflammable, are rendered even more harmful when exposed to the heat of a fire. Decomposition occurs to release chlorine and hydrochloric acid. Even more serious, when in contact with hot metals these chlorinated compounds may be oxidized to form a gas called phosgene, so deadly that it was used as a poison gas in World War I. Never enter an area where such liquids were subjected to fire until it is completely ventilated.

Lest complacency be the order of the day, then, reevaluate your plant with regard to flammability and toxicity hazards. Check the potential fire danger from smoking, electricity, heating and flammable liquids. Minimize exposure to toxic substances. Take every precaution to protect your employees and your investment. A sound safety policy is also good business! # #

They're moving... are you?



People are moving—but that's not all. They're changing the way they live and the way they dress. Look at the typical home scene sketched above. Look at all the drycleaning dollars available in today's modern living . . . for the most part these items were hardly thought of in terms of drycleaning a few years ago: (1) ladies' blouses, (2) ladies' slacks, (3) men's slacks, (4) men's sport coats, (5) men's sport shirts, (6) ladies' skirts, (7) drapes, (8) zip-off pillow covers, (9) furniture slip covers, (10) scatter rugs.

Your number one business opportunity today is in *Expansion* . . . expansion that's necessary to meet a rapidly changing market . . . and *you*, who are already in the industry, are best suited to take advantage of this opportunity.

The three definite areas that provide for expansion are: (1) the planned-community suburban areas, (2) the newer residential areas that have enjoyed a gradual growth and (3) the old, established neighborhoods where market conditions have changed.

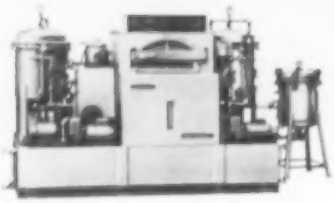
Want facts? . . . facts that will spark your imagination and make your wallet bulge? You get them in a new booklet prepared expressly to acquaint you with the future of the drycleaning industry. Send for it . . . there's no charge. Every drycleaner should have this information.

Expand...

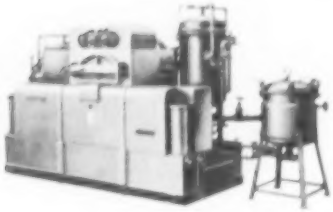
the time is Now
the equipment is-

DETREX

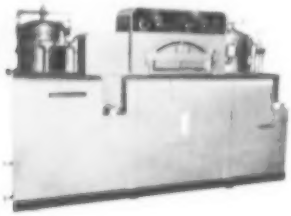
DETREX *makes it easy to expand...*



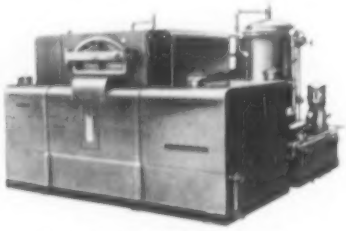
Coronet—60 to 80 lbs. capacity per hour.



Monarch—100 to 140 lbs. capacity per hour.



Diplomat—150 to 200 lbs. capacity per hour.



Ambassador—Over 250 lbs. capacity per hour.

Synth-O-Saver—
Available in either 35 or 50 lbs. capacity per load.

1 with IDEAL equipment

Detrex drycleaning equipment is ideally suited for your expansion plans. With Detrex you get automatic quality control, trouble-free operation, and flexibility in installation, operation and capacity.

This means you can expand with an absolute minimum of management supervision at your new location. The fool-proof push-button operation turns out high quality cleaning in volume, load-after-load, year-after-year, without need for constant supervised attention.

. . . featuring the finest, most compact filtration system in the industry!

With the Detrex Stedy-Flo filter system you start each day with perfectly clear filters and continue to have a near constant rate of filtration all day—every day. Stedy-Flo gives you an automatic filter back wash after each load; muck is transferred from filter to cooker under pressure . . . no more filter downtime while sludge is being stripped.

The Stedy-Flo filter requires a minimum of maintenance and eliminates the dreaded dirty clean-out job. Filter powder is added but once a day and spent filter powder is removed from the sludge cooker dry . . . with a minimum of perc odor. When you see Stedy-Flo in operation you will agree that it is the finest filtration system yet devised.

2 with a NEW LEASE PLAN!

Now you can lease *ANY* Detrex drycleaning machine . . . no lease restrictions on the model of machine. This makes it easy for drycleaners to expand their drycleaning operations with an absolute minimum of cash outlay . . . in fact, often with no cash required.

3 or, with EASY FINANCING

Your Detrex distributor will work with you to assist in financing the purchase of all your equipment, if you so desire. The decision is up to you. You can handle the finances any way you prefer.

DETREX CHEMICAL INDUSTRIES, INC.
Dept. J-70
Box 501, Detroit 32, Michigan

- ☐ Send me complete information on the LEASE PLAN.
- ☐ Tell me how Detrex can assist me in expanding.
- ☐ Send full information on the Detrex Process.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

DETREX CHEMICAL INDUSTRIES, INC.
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Bundles are weighed in at 10 cents per pound, classified and trucked to fluff-dry department for processing

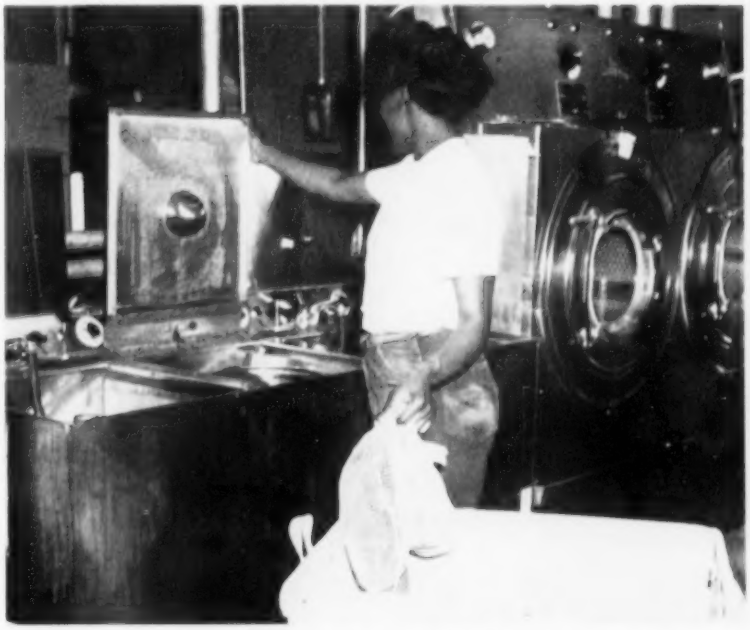
Cleaning Customers Like Fluff-Dry

New suburban branch plant finds ready market for fast, economical laundry service

By HARRY YEATES

OPENING A NEW PLANT was the perfect opportunity to prove the effectiveness of fluff-dry laundry service among drycleaning customers at Mendenhall Cleaners, Dayton, Ohio. So far, since the plant started operating about eight months ago, additional revenue from this department has reached $300 per week in the call office.

Space measuring 15 by 30 feet was allocated for a fluff-dry department when blueprints were prepared for a new synthetic cleaning plant. The new plant supplements a petroleum plant plus the White Way Laundry, both owned by the same management.



Arrangement of equipment in compact unit makes it easy for one operator to wash, dry and fold all fluff dry bundles coming into call office

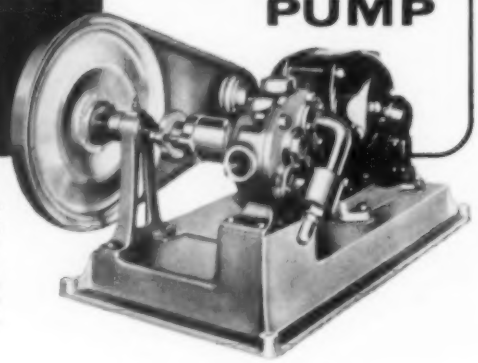
Cleaning patrons ready market

Neither of these operations provided this type of fast, economical laundry service that customers had been requesting for a long time. The plant-owners based their plans for the new department on the fact that their name was well established in the community for producing quality drycleaning. The synthetic plant was located in a growing suburban community made up of home-type laundry users. Many of these families were permanent drycleaning customers at Mendenhall's other plant. Therefore, it was a natural market to tap by selling a service not previously available.

Continued on page 72

DRY CLEANERS FRIEND

VIKING SOLVENT PUMP



You can depend upon this rugged V-belt drive Viking pump as a true friend—always operating efficiently. It always delivers a smooth, even flow of solvent. It is Underwriters approved.

Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required.

For complete information, write for bulletin DQ.

VIKING PUMP COMPANY

Cedar Falls, Iowa, U S A In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.
See your classified Telephone Directory.

Continued from page 71

To acquaint drycleaning customers with the fluff-dry department a series of large newspaper advertisements was prepared. A daily schedule was maintained for two weeks after the plant officially opened. Half-page ads called attention to the fact that the new plant was now providing a home-type laundry service to all drycleaning customers.

Introductory premiums

To impress this fact upon the minds of customers from surrounding neighborhoods the plantowners distributed 25 dozen large-size bath towels and 25 dozen percale pillowcases. Customers who brought $3 worth of drycleaning to the new call office were offered a choice of either the towel or pillowcase.

This plan had two purposes, according to plantowner Ray Osborn:

1. It helped build drycleaning volume for the new plant.

2. It gave counter girls the opportunity to promote and sell the economy of fluff-dry service to drycleaning customers.

The giveaway promotion and the drycleaning special during the first two weeks of operation were important factors in the success of the department at the present time. They also created interest in the two-girl shirt finishing unit which was installed when the plant opened for business.

Wrapping tables close to washers make it convenient for operator to complete a bundle while other loads are being processed in machines

Independent department

The fluff-dry department operates as an independent unit in the drycleaning plant and is staffed by two full-time employees. It is equipped with two open-top washers with an extractor, twin automatic washers and two smaller extractors. Plus two twin 24-by-24 tumblers, one 24-by-36 and one 30-by-36 tumbler. Wrapping tables are also included.

The average weight of bundles coming into the plant at the end of the first month of operation was 10 pounds. Bundles are weighed in and priced at 10 cents per pound. Shirts are 26 cents each. If they are part of a fluff-dry bundle, they are 20 cents each. In a finished bundle they are 18 cents each. In this case the work is sent to the main plant for finishing.

The break table is located adjacent to the units. One of the operators figures prices and classifies bundles. After classifying, the bundles are processed individually. Small bundles, fugitives, do-overs and darks are done in the three-section open-top machine. The work is then tumble-dried, folded and wrapped. Shirts are separated from the bundles and processed in the twin automatic washers. They are transported in carts to the shirt finishing unit.

Fluff-dry bundles are priced and washed as a separate order. If shirts are included they are marked with invisible ink and identified with a tag. The fluff-dry work is tagged with pins. The tag denotes that the order is incomplete until the shirts have been assembled. Shirts are boxed separately and stored in the call-office with fluff-dry bundles.

Fast service is generally considered same-day service. However, fluff-dry bundles can be processed in three hours if the customer asks for it. As a rule, customers drop the bundle off in the morning, pick it up in the afternoon.

Planned promotion

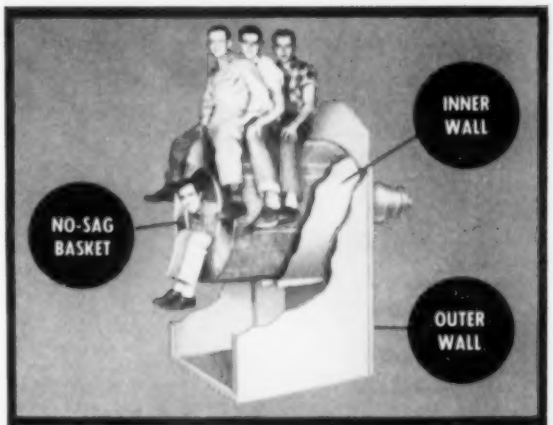
Management is confident that this new source of revenue will increase with additional promotion. At least 5 percent of anticipated sales will be spent on bundle stuffers, newspaper ads and giveaways. This way more customers will know that the plant is equipped to finish family bundle work faster and cheaper than they can do it at home. # #

1. It's built for service!

Today, it's more important than ever that your equipment give dependable, trouble-free performance. A tumbler that *can't* take the load means reduced profits for you. So, join your fellow drycleaners who are turning to Cissell for the tumbler that's built for service!

2. It's a real time-saver!

With the famous Cissell 8-STAGE HEAT CONTROL, operator sets control for the heat he wants and forgets it! There's no fumbling around—no guesswork. With Cissell's 8 FIXED stages of heat, temperature is positively maintained—and every drycleaner knows how important this is!



What makes the Cissell Tumbler *Outstanding?*

3. It's so easy to maintain!

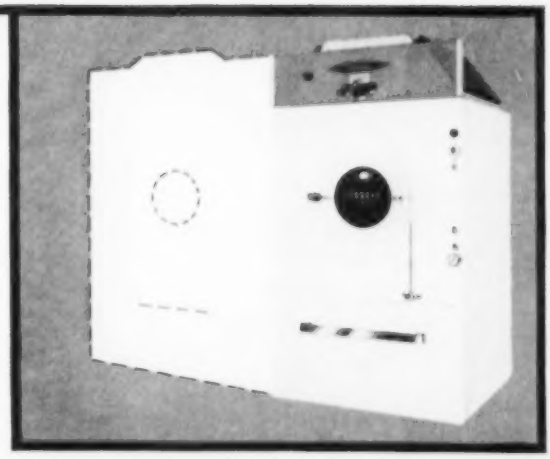
Even in space-saving, side-by-side installations, Cissell Tumblers can be serviced quickly, easily. For example, the basket can be removed in LESS THAN ONE MINUTE. Cissell Tumbler features combine to give you DRYING AT ITS VERY BEST! Want proof? Just ask the man who uses a Cissell Tumbler!

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

CISSELL

Consult Your Jobber



Cissell Steam-Heated Drycleaning Tumblers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

Consumer panel views of the industry get intent attention of NID grads

NID Grads Learn What Quality Means

THE WORD "QUALITY" was stressed over and over to a near-record attendance of graduates of the National Institute of Drycleaning who returned to Washington, D. C., for the twenty-seventh annual Back Home Day reunion.

Meeting in the Shoreham Hotel, August 9-11, 455 drycleaners, allied tradesmen and their wives gathered to renew acquaintances and iron out some of the problems the industry faces in producing, promoting and selling quality service.

Opening the festivities was a "Hello Party" Friday evening which officially launched the reunion. Feature of the evening was the crowning of Miss Kay Lyle, 19-year-old nursing student at the Ohio State University, as Miss Back Home Day.

Accent on people

"The Importance of Employee Education," a talk given by Howard E. Reeves of Swan Cleaners, Columbus, Ohio, opened a breakfast session Saturday morning. Mr. Reeves urged alumni to familiarize employees with all the news of the industry. Sources for such news and information include the trade journals, NID bulletins and state and city associations.

Malcolm M. McNett of Emery Industries, Inc., talked on "The Profit Payoff in People." "The art of fitting workers, customers and others into a profitable combination," was Mr. McNett's definition of a working management. Creating good employee relations helps create loyalty and a better job of workmanship, he said.

Surinder S. Khera, an NID grad who is currently visiting American plants, concluded the breakfast meeting. He pointed out differences between the American and Indian brands of drycleaning. He explained that while the cost of labor in his native country is extremely low, cleaners in India must import most of their equipment and supplies, making them costly.

Filling the Institute's large lecture hall Saturday afternoon, NID alumni assimilated information from three featured speakers. Opening the program was Irvin N. Hackerman, D. Hackerman's Cleaners, Pikesville, Maryland. Mr. Hackerman told the audience of his unusual stamp plan [see NATIONAL CLEANER & DYER, April 1957] for which the cost of operating ran 1.06 percent of his gross. During the same period of time his gross volume increased 8.5 percent.

Mr. Hackerman's promotion centered around the United States Saving Stamp. After checking with the Treasury Department and getting the go-ahead sign he offered his customers six 10-cent saving stamps for each $20 worth of drycleaning purchases.

Public relations angles

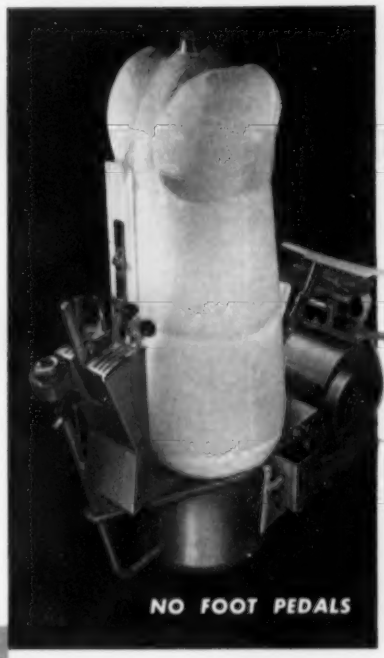
Mrs. Joseph Adamowski of Salzburg Cleaners, Bay City, Michigan, spoke on "Customer Reaction to Quality." The only woman plantowner to speak on the program, Mrs. Adamowski told of various public relations devices used to keep her plant before the public. Plant tours, a movie of the plant procedures and the availability of the Adamowskis as speakers have helped boost Salzburg Cleaners to a local authority in the field, she said.

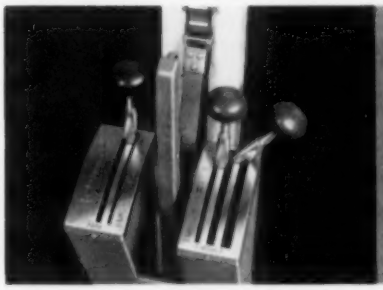
Demonstrating the difference between a poor job of packaging and a quality job of presenting the product, John Morrison of Morrison's Exclusive

Breakfast session Saturday morning is led by Marry Friedlander, Davies-Young Soap Co.

AIR AND STEAM
at the same time!
on the
CISSELL FORM FINISHER

Bring on hard-to-work materials for a soft, beautiful finish! . . . chamois, suede-lined, fur-trimmed, gabardine garments and the heavy materials that demand air while steaming.





Finish any style or size—from the smallest child's garment to the largest adult's garment.

★ Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal motion and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish . . . your operator is less tired.

★ FULLY AUTOMATIC
Cissell-built Time Switch does the job

Operator can do other work while the Cissell Form Finisher steams . . . dries . . . and cuts off automatically. Time Switch enclosed in a metal case for protection; mounted at a convenient height for ease of operation.

★ Built for years of service . . . shoulder form—a self-contained unit . . . stainless-steel frame . . . Cissell-built steam valve . . . and every quality feature you expect from Cissell.

★ Controlled air pressure

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments WITH SAFETY.

CISSELL FORM FINISHER with one set of #11 Sleevers, one set of #24 Sleevers, and one Cissell Vent Clamp, $530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Cissell vent clamp for short garments.

Speakers included, left to right, top row: John Morrison, Peggy Dwyier, Irv Hackerman. Bottom row: Ken Faulkner, Mrs. Rose Adamowski and Howard Reeves

Cleaners, New Orleans, Louisiana, convinced grads that the customer does want and will pay for quality.

Mr. Morrison outlined his plant's "Special Hand Finished Process" in which individual attention is given to each garment. The special service costs twice as much as the regular service and accounts for 10 percent of his gross volume.

Mort Lesser, Adco, Inc., spoke on "Developing and Maintaining an NID Alumni Chapter." A mailing list is an important tool in maintaining the chapter, he stated, and having an interesting program of speakers on current subjects is also a must. Don't hesitate to give your chapter the needed publicity, Mr. Lesser stressed.

Saturday evening's banquet concluded the social festivities for the society. Dick Kelley, Melody Cleaners, Oklahoma City, Oklahoma, outgoing president of the association, was presented with a watch in recognition of his two years service. He then announced the new officers. John F. Ireland, former NID staff member now connected with Caled Products Co., Inc., was named president. Kenneth L. Faulkner, Faulkner's Cleansing, Melrose, Massachusetts, was elected vice-president and Ross W. Wright, finishing instructor at the Institute, was named to continue in his post as secretary-treasurer.

A preview of the Dow Chemical Company's new consumer film, "Uncle Henry Saves the Play," was given to show the drycleaners what can be done in the way of consumer education.

Art Schuelke, NATIONAL CLEANER & DYER editor, followed with a forecast of "What's in Store in the Next 12 Months." He cited the fact that plants with routes did three-fourths of total volume and the trend should continue in that direction. He emphasized that plants should produce top quality and continually advertise if they expect to grow. Summing up, Mr. Schuelke explained that what lies ahead is strictly up to the individual plantowner and the effort exerted on management problems.

Quality alone must be supplemented with the suggestion and atmosphere of quality, stated Miss Peggy Dwyier, head of Dwyier Associates, a Washington advertising firm. Miss Dwyier proved her point by reading several advertisements of leading manufacturers in the automotive field to show how they created a feeling of quality.

Consumers speak piece

Highlighting Sunday afternoon's session was a consumer panel made up of leading Washington women. Hazel Markel, NBC, Nancy Hanschman, CBS, Miss Jane Morris, a secretary to John Foster Dulles, and Mrs. Walter E. Rogers, wife of a Texas congressman, comprised the panel.

William L. Browne moderated the panel which decided that drycleaners should give full service by sewing on all buttons, fixing hooks and snaps and providing good cleaning. The importance of packaging was also pointed out.

Concluding the program was Dr. Joseph Wiebush, director of research at the Institute. Dr. Wiebush explained how "Research Leads to Quality." Even if your garments are finished properly, beautifully wrapped and carefully handled by the routeman, if the spots aren't out and the clothes aren't clean, you don't have quality, he stated. He concluded by explaining some of the Institute's recent experiments.

With the how's, why's, where's and when's of quality instilled in the minds of each grad, we noted one apropos remark that summed up the whole reunion. As one cleaner prepared to pack his bags into his car for the return trip, another grad waved goodbye and shouted, "Let us know when you get your *quality* service set."—*Richard Vinocur*

Leading Washington women tell what they like and dislike about their drycleaners

Alumni officers and guests pose with Kay Lyle, Miss Back Home Day

CISSELL

Get a beautiful *Soft* finish!

rapid up-steam
powerful vacuum
on the
Cissell Steam
Finishing Board

Here is basic equipment in your Finishing Department. It eliminates the use of a press in silk finishing. Your finishing will be done WITH EASE . . . without pressure. You'll use this unit for fast, beautiful skirt finishing – for plain, fancy and flat-pleated skirts . . . for blocking sweaters, scarfs and knitwear, for steaming high-pile fabrics, for finishing all fabrics WITHOUT SHINE . . . for touching-up hem lines on crepe and silk dresses with aid of pleat setter, for eliminating all seam marks. You'll like the way corduroy skirts, ties, draperies, blankets, spreads, and many miscellaneous items are finished. You'll get a SOFT FINISH. Illustrated at right: Cissell Steam-Finishing Board with Two-in-One Swinging Sleeve Board, Cissell Low-Boy Steam-Electric Iron with Electric Thumb Switch, Water-Spray Gun and Condenser.

PLEAT SETTER RACK AND SUPPORT ASSEMBLY

Permits movement of pleat setters forward onto Finishing Board in one easy, horizontal motion. Air space provided between pleat setters and metal rack permits cloth coverings to dry quickly. 12" and 18" sizes are standard equipment.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

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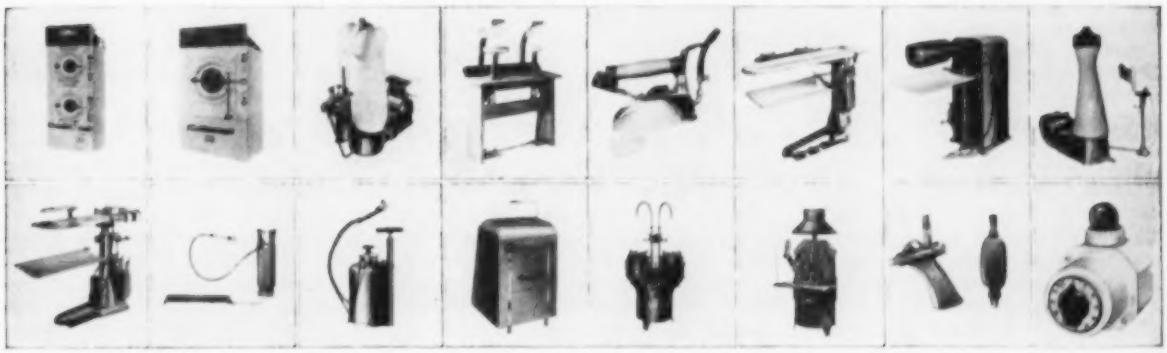
Cissell Equipment in use the world-over



SIGNS of the TIMES

Prather Promotes International Goodwill: While touring 13 foreign countries recently NID President Frank A. Prather and Mrs. Prather visited a number of NID foreign members. A highlight of the trip was attendance at the 1957 International Equipment Exposition for Laundering and Dyeing in Paris from June 28 to July 8.

Pictured above are Mr. Prather (at right) and J. Sallenave of the International Dry Cleaning Association of Paris.

# #

Consumer Relations Program Instituted: In cooperation with a large number of retailers and cleaning and laundry companies, the Better Business Bureau of St. Louis will launch a program to build greater public respect for the cleaning and laundry industries. All plants, regardless of whether they are members of any trade association or the Better Business Bureau, will be asked to cooperate.

In addition to satisfying the public in cases of consumer misunderstanding and dissatisfaction, the objective is to eliminate the growing tendency of cleaners and launderers and retailers to blame one another for failures.

Program participants will receive an identifying sign to be hung in call offices.

# #

Canadian Fabrics Committee: The Dry Cleaners Institute (Ontario) Ltd., has announced its participation in a new fabrics examination committee. Other members include: Primary Textiles Institute, Dress Manufacturers Guild of Toronto, the Canadian Association of Consumers, the Better Business Bureau, Thomson Research Associates Ltd. More appropriate organizations have been asked to join.

Among the objectives of the committee are: to determine the serviceability of textiles, and trimmings used in the manufacture of garments; to encourage the submission of new types of textiles for examination; to examine dyeing, finishing and sizing methods, use of simulated leathers, and to study damages to textiles and/or garments in normal use and in cleaning processes that have already been tested in the Thomson Research Associates, Ltd. laboratory.

# #

Carolina Cleaners Score for Safety: Drycleaners and launderers comprise one of the largest single industrial units earning certificates of safety from the North Carolina Department of Labor. They chalked up 11 percent of the awards in 1956. This fact was revealed when the North Carolina Association of Launderers and Cleaners gave an additional certificate of merit to the 102 state winners.

Many plants are record winners. Peerless Cleaners, Greensboro, has captured an award for nine consecutive years. Eight-year winners include Bonk's Drycleaners, Asheboro; Conover Cleaners, Conover; New York Dry Cleaners and Sunshine Laundry and Cleaners, Wilmington. Winners for seven years are Red Front Cleaners, Gastonia; Blue Bird Cleaners, Greensboro; Cagle and Byrd Cleaners, Concord. Six-year winners: Leach Service Cleaners, Littleton; Raleigh Diaper Service, Raleigh; U-Needa Cleaners, Kannapolis; Superior Cleaners, Winston-Salem. Among the five-year winners are Fisher's Cleaners and Dyers, Winston-Salem, and Acme Cleaners, Nashville.

Award-winning plants either reduced their accident frequency rates 40 percent or more during 1956, compared with 1955, maintained accident rates 75 percent or more below the state average for their particular industry, or had perfect safety records during the entire year.

# #

BBB Urges Crepe Labeling: According to information received by the Better Business Bureau of New York City, Inc., most crepe fabrics, if not silks, are usually blends of more than one fiber, most often acetate and rayon. In a special bulletin the Bureau recommends extreme care in providing correct and complete disclosure of fiber content in the advertising, promotion and selling of crepe fabrics.

Two Trade Practice Rules were cited by the Bureau president, Hugh R. Jackson. One recommends as a desirable practice that such terms as "crepe" be affirmatively qualified by the word "silk," such as "silk crepe," where this is the fact. The other rule mentions the word crepe among others and states that when "such fabrics include rayon or acetate or both rayon and acetate, clear and conspicuous identification of the fiber content should be set forth with equal prominence and in close conjunction therewith."

# #

"Dress Right" Week: Members of the Chicago Dry Cleaners Association cooperated with the American Institute of Men's and Boy's Wear in presenting a "Dress Right" Week beginning September 16. The program included special sections in the Chicago newspapers devoted to men's and boy's fashions, tips on selecting the right wardrobe and, most important, suggestions on proper care of clothing. In addition a citation was made to a leading citizen as an example of the best-dressed man. High school students drafted a Dress Right Code, which was presented by student leaders.

Cleaners of the area displayed truck and window posters publicizing the event. These were produced by *The Saturday Evening Post*.

# #

Word to the Wise: Protect yourself against fake repairmen who have been calling on plants throughout the country, warns the Laundry and Cleaners Allied Trades Association. The LCATA advises that this can be done by having repairs handled by reliable, trustworthy manufacturers and distributors.

In one case reported in Minnesota, fake repairmen removed a machine from a plant, carried it to their trailer on the edge of town, made minor (and faulty) alterations and returned it to the plant. Only after the "repairmen" had vanished with a sizable payment for their "repairs" did the laundry operator discover that he had been the victim of an expensive hoax.

It Doesn't Always Take More Business To Make More Money

. . . Hundreds of plants have increased profits simply by installing ARMSTRONG TRAPS

You Save on Fuel

. . . Because Armstrong Traps

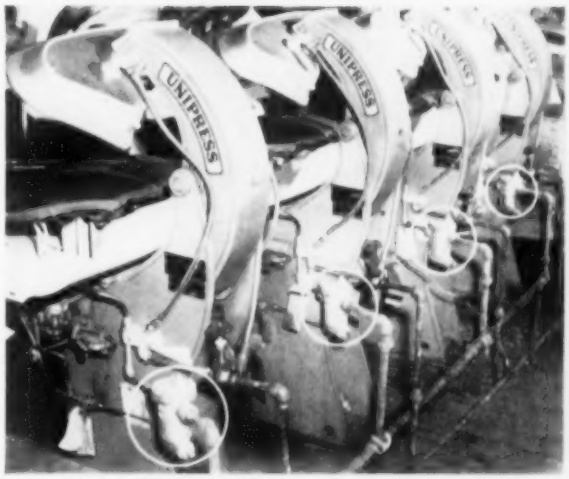
Don't Leak Steam—Valve and seat are hardened, ground and lapped to a precision fit . . . and, valve is always water-sealed.

Discharge Air—Air, being an insulator, cuts down heat transfer efficiency if not removed.

Discharge Condensate at Steam Temperature—No time lag waiting for condensate to cool, so non-productive radiation losses are minimized.

"Saved 542 gallons of fuel per month by unit-trapping with Armstrongs."—Wisconsin Cleaners
Milwaukee, Wisconsin

"20 to 25% fuel savings since trapping with Armstrongs."—Utopia Cleaners & Dyers
Birmingham, Alabama



You Save on Labor

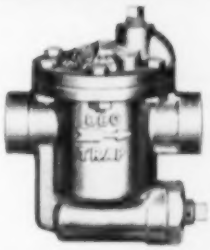
. . . Because Armstrong Traps

Raise Your Output—Because air and condensate are continuously removed, your equipment is always full of hot, dry steam. You get maximum production per hour, which means minimum labor costs.

"15% production rise after changing to Armstrong unit-trapping."—Sun-Ray Cleaners
Chicago, Illinois

"Armstrong Unit-Trapping eliminated the need for new machines."—Soft Water Laundry and Cleaners
Long Beach, California

Standard side-inlet, side-outlet—perfect for most laundry and dry cleaning applications.



With a built-in strainer—saves installation time and labor, costs less than a trap and separate strainer.

72351

You Save on Maintenance

. . . Because Armstrong Traps

Are Built to Last—The mechanisms in Armstrong Traps for laundry and dry cleaning service are identical in design, workmanship and materials to those in Armstrong Traps for power plant service at 1500 lb presure and 900°F.

"50% less trap maintenance since switching to Armstrongs."—Eastern laundry and cleaning plant

"So trouble-free have Armstrong traps been that we were unaware repair parts were obtainable."

—Elk Cleaners
Algona, Iowa

ARMSTRONG STEAM TRAPS

Satisfaction Guaranteed

SEND FOR HELPFUL BULLETIN

Bulletin 233 is designed especially for laundry and dry cleaning plants. Tells how to figure the cost of steam traps . . . what size trap to use on every machine in your plant . . . how others have profited with Armstrongs . . . dimensions, capacities, design features and prices of Armstrong Traps.

Ask your local Armstrong Factory Representative to send you a copy, or send in the coupon today.

ARMSTRONG MACHINE WORKS
8505 Maple Street, Three Rivers, Michigan

Send me a copy of Bulletin 233.

Name _____

Company _____

Street Address _____

City _____ State _____

ASSOCIATION NOTES

Southern Management Clinic: New Orleans will be the scene of a management clinic sponsored by the New Orleans Laundry and Cleaners Association November 8-10. Plantowners in Louisiana, Mississippi, southern Alabama, western Florida, eastern Texas and western Tennessee are invited to attend.

Among the speakers scheduled are Dr. Dorothy Lyle, director of consumer relations, National Institute of Drycleaning; *National Cleaner & Dyer* editor Arthur F. Schuelke; John A. Ireland, director of industry relations department, Caled Products Company; C. B. Kasson, vice-president, sales, R. R. Street and Company; Victor Oakley, management sales consultant, Sta-Nu Corporation; Dr. Howard W. Wissner, professor of industrial relations, Tulane University, and a representative from the American Institute of Laundering. The program will also feature a panel of housewives and buyers, a tour through the Pellerin Milnor Corporation factory and two educational films.

Events scheduled for the ladies include a tour of the French Quarter and other historic places around New Orleans, a special luncheon at the New Orleans Country Club, a fashion show by a leading store, and a boat trip around the port.

For further information write to the New Orleans Laundry and Cleaners Association Management Clinic, 8020 Olive St., New Orleans 25, La.

# #

Wisconsin-Michigan Convention: The Wisconsin and Upper Michigan Drycleaning Institute, Inc., has announced plans for its forthcoming convention, to be held December 7-8, at the Pfister Hotel in Milwaukee. The event will be preceded December 5-6 by an NID Educational Field Conference.

There will be approximately 30 exhibit booths at the convention. Special ceremonies will commemorate the golden anniversary of the formation of the NID in Milwaukee in 1907.

The Wisconsin and Upper Michigan Drycleaning Institute, Inc., is the former Wisconsin Dry Cleaners Association. At its last convention the group passed a resolution making cleaners in the upper peninsula of Michigan eligible for membership. The name of the association was changed at the same time.

# #

New Groups: The Blue Mountain Drycleaning Associates is the name of a newly formed group in **Walla Walla**, Wash. Bill Steward of Steward's Drycleaners was elected president; Bill Rouse of Dayton, vice-president, and Merle Johnson, College Place Cleaners, secretary-treasurer. Monthly educational meetings are planned by the group.

The **Montreal** Wholesale Dry Cleaners Association, a newly formed organization, has retained Andrew Cowans, Inc., as public relations counsel.

Niagara Falls (N. Y.) Dry Cleaners Association is the name of a newly formed group of drycleaners. Members of the organization committee include Ray Jordan, secretary; Roman Figler, temporary chairman; William Kurth; Robert Porter; Joseph DiSalvo; Angelo Muscarello, and Ted Antonson. At a meeting attended by 21

"YOU CAN'T TELL A BOOK BY ITS COVER"

It's what's inside that counts. You'll find the same holds true with covered padding. Many pads look like Arrow's Cover-N-Pad, but plant owners report no other pad equals Arrow's quality, durability, and performance. For your protection and guarantee, look for the Arrow Trade Mark — it's your assurance of the real thing . . . not copies.

THERE IS NO SUBSTITUTE FOR THE "ORIGINAL" LONGER LASTING

ARROW COVER-N-PAD

GUARANTEED TO LAST A MINIMUM OF FOUR MONTHS

One complete unit, giving you both a cover of U. S. Rubber no-foam ASBESTALL and Arrow's special formula, high heat-resistant foam rubber GREEN-SPONGE PAD. Together in one installation you get a cover that stands up longer to heat and can be cleaned on the press, AND a pad with free flow construction for longer life. Installed in a few minutes and lasts for months and months.

REG. U. S. PATENT OFFICE

ARROW COVER-N-PAD gives you a softer, close free press.

Protection against burnt and caged breakage.

TRADE MARK ARROW COVER-N-PAD U. S. PAT. 2461412

ARROW COVER-N-PAD, a single unit installation in sizes and shapes to fit all dry cleaning presses.

Guaranteed for four months trouble-free pressing.

U. S. PAT. NO. 2461412

ORDER FROM YOUR JOBBER TODAY OR WRITE DIRECT

ARROW MANUFACTURING COMPANY

2924 TERRACE ST. KANSAS CITY, MO.

For Proven RELIABILITY Insist On *Adjusta-Form*

The Form Finisher That's Been Proven Dependable Over The Years!

It's Best Because It Offers Simple Design — Simple Operation.

What Could Be Simpler Than *ADJUSTA-FORM Step-O-Matic?* Precision Control lets operator work and move easily and naturally. There is no reaching or stopping to read and set dials. Operator's hands are free. Just step for steam and it is measured precisely and automatically. Then automatically the air comes on and the garment's finished, always perfectly timed, always perfectly steamed, perfectly dried. What's more with Adjusta-Form, garments can be steamed or dried manually whenever desired.

Compare Adjusta-Form's Quality Features and Construction.

Ventilated, Insulated Adjustable Shoulder Design eliminates condensate. Provides a better shoulder finish on any garment or material.

10-inch Jet Steam Diffuser gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

Soft Cushioned Front Clamp leaves less impression. Allows better steam penetration, more pass ups.

Step-O-Matic Foot Control leaves operator's hand free for garment adjustments.

Step-O-Matic Precision Timer always predetermines steam time precisely. No decisions to be made by operator. Unvarying production quality is assured.

Long Life Bronze Bearing—gives easy, lasting revolving action.

Adjusta-Form Reliability Costs No More—Write Today For Complete Details and Name Of Your Nearest Adjusta-Form Jobber.

Today — it pays to compare Form Finishers. If you are to get fast production, you need the machine that lets the operator work rhythmically — without lost motion. If you want unvarying high quality finish work — check Adjusta-Form. It's the one form finisher that assures positive steam control for any size garment—regardless of the operator's experience or attention.

Wichita Precision Tool Co.,
450 N. Seneca, Dept 10, Wichita, Kansas

☐ Please Forward Adjusta-Form Details, Prices and Jobber Name.

Company Name _____

By _____

Address _____

City _____ State _____

SOLVED!

MOTOR BURN-OUT IN VERTICAL VACUUMS

LAMSON

Unit-Type Dryset® Air Vacuums

Now Equipped with Lifeguard Fan

When the motor of your old-fashioned, out-moded vertical vacuum burned out you were out of business until it was fixed or replaced. Now, from Lamson comes BIG NEWS for the industry . . .

Every New Lamson Unit-Type Dryset is now equipped with a built-in lifeguard fan. The principle involved is a reverse air flow created by this second fan which sets up a heat barrier between head and motor.

This great improvement is yours at no extra cost!

Remember, only Lamson offers a full line of Unit and Horizontal-Type Air Vacuums to handle from one to 250 presses. There's one for your pressing needs.

LAMSON

LAMSON CORPORATION

204 Lamson Street, Syracuse 1, N. Y.

Plants in Syracuse and San Francisco
Offices in Principal Cities

For Further Information, Clip To Your Letterhead

☐ Send me the facts on New Lamson Unit-Type Air Vacuums.

☐ Send me a Dryset Bulletin and Plant Survey Sheet, without cost or obligation.

204

members, working conditions and present retail prices were discussed.

z z

Local Elections: The **Florida** Institute of Laundering and Cleaning has chosen Corliss Fox, Fort Lauderdale, president, and Marcus Milam, Gainesville, vice-president.

Directing the activities of the new Wholesale Dry Cleaners Division in **Toronto** will be chairman Alfred Silverman, Alfey's Cleaners. Other officers include C. Gardner, Christie Cleaners, vice-chairman; secretary, Alan Ross, Pendrith Cleaners, and treasurer, Morris Gluck, Lan Ray Cleaners. Alan Barnartt, Modern Cleaners, is a member of the executive committee.

L'Association Patronale des Nettoyeurs, to be known in future as the **Quebec** Institute of Launderers and Cleaners, held its second annual convention at the end of June. Officers elected during the meeting were M. Brassard, president, and vice-presidents Robert Collard and M. Mireault.

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Local Meetings: President Paul Young chaired a recent meeting of the **Tri-County (Ohio)** Dry Cleaners Guild. Members heard Al Boffo discuss the latest materials being used in drapes, and E. N. Andrews of Du Pont showed a color movie on synthetic materials and discussed cleaning methods.

Members of the Retail Dry Cleaners Association of **Haverhill,** Mass., were guests of the **Lawrence** (Mass.) Cleaners Association at a recent dinner meeting. Warren Kruschwitz, president of the Lawrence group, presided, and Francis W. Cleary, president of the Haverhill association, represented that group.

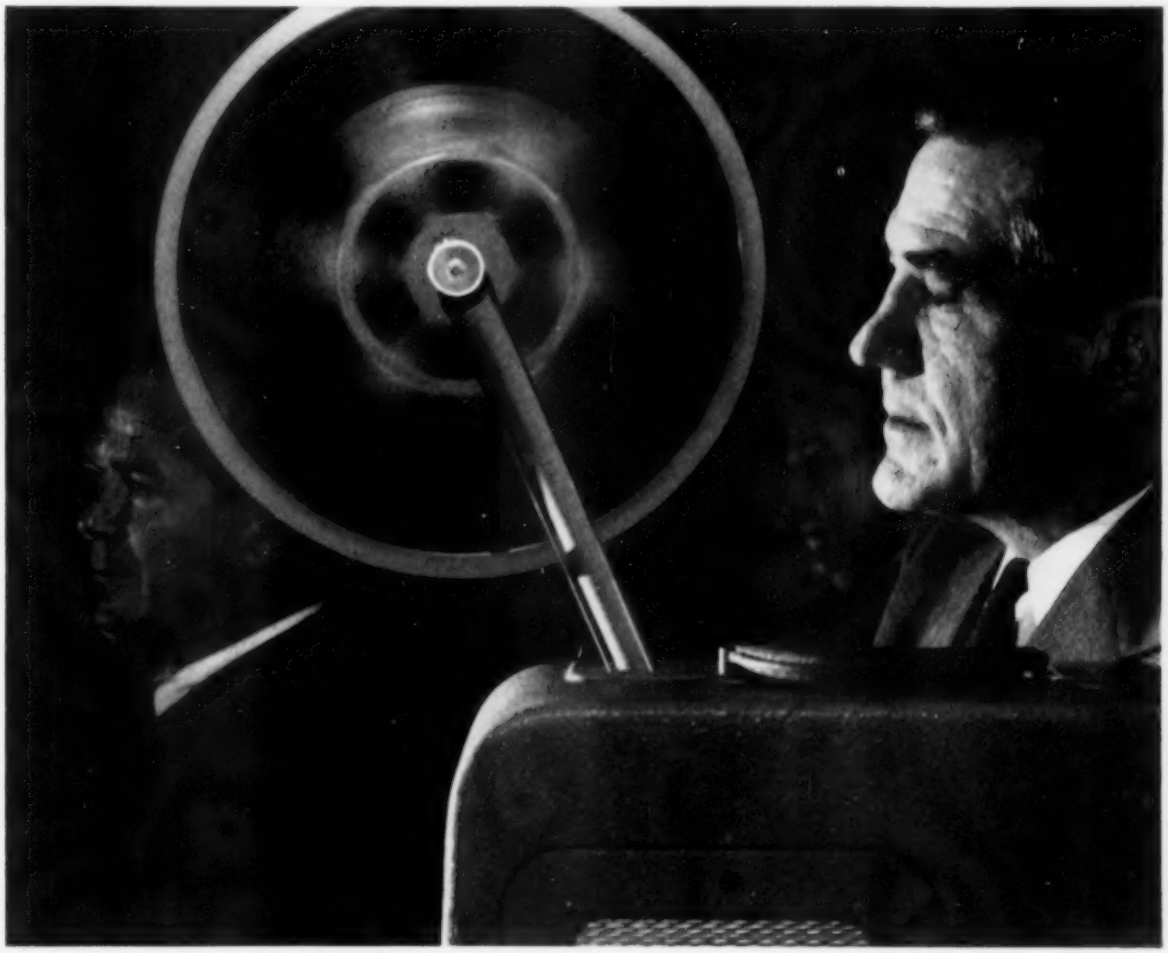
z z

SLRA Reelects Kirkpatrick: C. K. Kirkpatrick will head the Suede and Leather Refinishers of America for a third term as a result of elections held at the annual meeting in Chicago in August. Dan Weinberg of Kansas City was elevated to the position of vice-president. Mike Selesnick of Trenton will serve as new secretary and B. B. Chapman as treasurer. Both men will join the board of directors. Allan J. Copeland continues as executive director, operating the headquarters at 100 East Ohio St., Chicago.

Mr. Kirkpatrick, addressing the group in Chicago, advised members to be on the lookout for large amounts of leather garments arriving for cleaning. He stated that sales of leather coats and jackets last spring reached a new high.

New kind of public education film on drycleaning

16-mm. color-sound movie dramatizes advantages of modern drycleaning in 20-minute film. This brand new noncommercial film is available free of rental charge. Check with your DOW-PER distributor!



Your DOW-PER® distributor proudly offers this new sound-color movie that entertains as it calls attention to the advantages of professional drycleaning. It's a unique way to sell the convenience and high quality of your drycleaning services right in your own community.

Many groups, such as women's clubs, civic and service groups, make ideal audiences for this colorful, educational film. It was produced to help you show your customers the many advantages of modern technology in drycleaning.

This film is part of a helpful merchandising package available to you at no cost. Your DOW-PER distributor can give you more details. Check the Sept.-Oct. issue of "SPOT NEWS" for the full story. THE DOW CHEMICAL COMPANY, Midland, Michigan, Department SO-1002B-1.

YOU CAN DEPEND ON DOW

N.I.D. NEWS

Dates Set for Educational Conference: December 2 through 6, 1957, the Institute will hold its eighth educational conference for associate members. During these five days students will cover the high points taught in the 12-week general course and the 4-week management course. In addition to formal classroom lectures, students will also have the opportunity to perform practical operations in the Institute's model plant.

The purpose of the course is to give a better understanding of the drycleaners' problems to those who serve the industry. The conference is open to any NID associate member (or a bona fide employee of any associate member organization). Registrations are limited to 25 persons.

$AVE By USING

The BLUE RIBBON

FOAM PAD AND COVER—$11.95

42" MODEL

"The BLUE RIBBON"

Engineered for a Minimum of 4 MONTHS QUALITY PERFORMANCE on Drycleaning Presses Featuring:

1. **ASBESTALL COVER:** A U. S. Royal fabric. Detachable for reuse or laundering.
2. **FIRESTONE FOAMEX:** ¾ inch of Firestone Foamex.
3. **GLASS INSULATION:** 2 inches of Ultrilite—a long fibre glass insulation affording insulation and resiliency.
4. **ASBESTOS BASE CLOTH:** Heavy, for maximum insulation.

Order a BLUE RIBBON Foam Pad and Cover From Your Jobber Today!

PAD and COVER		FOAM PADS COMPLETE
19" Mushroom	$ 5.75	$ 3.95
38"	10.75	7.95
42"	11.95	8.95
45"	12.75	9.25
Leggers	17.25	11.95

JOBBER INQUIRIES INVITED • SAMPLES ON REQUEST

A PRODUCT OF
NORJAC FOAM & FABRIC
819 N. W. 23rd Street, Oklahoma City, Okla.

Donohoe Joins NID: Thomas J. Donohoe has become supervisor of sales training in the public relations department of the NID. Mr. Donohoe will provide members with bulletins, manuals and other information useful in training their route salesmen and counter personnel. He will also teach these subjects in the four-week management course and in the week-end field educational conferences sponsored by the Institute.

THOMAS J. DONOHOE

For the past two years Mr. Donohoe has served as adult training specialist for the Richmond Professional Institute of the College of William and Mary and the Virginia State Department of Education. He conducted classes in salesmanship, human relations, supervisory techniques and also held small business clinics throughout the state of Virginia. In addition, he gave specialized instruction in the fields of intangible selling, sales promotion and sales management at the Richmond Professional Institute.

* *

Spotting Course Revised: The Institute has revised its original correspondence course in spotting, making the lessons on fabric identification, construction and characteristics a separate part of the course.

Thus, when other correspondence courses become available (petroleum solvent drycleaning and synthetic solvent drycleaning) the first nine lessons will be a part of those courses.

Students who have completed the 40-lesson spotting course will be able to enroll for subsequent courses without taking the fabric section over again. New students in any course will be required to take the fabric portion.

"Sir Sta★Nu"

Charges On

Followed by Tremendous Drycleaning Sales and Profits!

THE RESULT OF THE BIGGEST NATIONAL ADVERTISING PROGRAM IN DRYCLEANING HISTORY

Carrying the banner for the largest advertising and promotion program ever witnessed by the industry, "Sir Sta★Nu" will be seen by over 44½ million people this Fall in the largest, most widely read national magazines.

WHAT STA★NU CAN DO FOR YOU

Sta★Nu franchises offer many additional benefits—Management and Sales Training Programs—Latest Merchandising Ideas—Radio Transcriptions—Theatre & TV Films—Free Posters—Garment Tags—and Match Book Service, together with local advertising aids and ideas. And remember—along with Sta★Nu's dynamic merchandising program you get the benefits of Sta★Nu—the product . . . the industry's finest finishing process. Over 250 of the world's largest clothing manufacturers, more than 2,000 quality dry cleaners know that Sta★Nu, and only Sta★Nu, gives all fabrics that "like-new" texture, feel and color.

We will be glad to survey your plant, analyze your sales opportunities and show you how to increase sales and profits the Sta★Nu way.

JUST LOOK

SATURDAY EVENING POST · LOOK · LIFE · MADEMOISELLE · RED BOOK · CHARM · HARPER'S BAZAAR · GLAMOUR · LIVING FOR YOUNG HOMEMAKERS · VOGUE · PARENTS · SEVENTEEN · GOOD HOUSEKEEPING · COSMOPOLITAN · HOUSE & GARDEN · McCALL'S · HOLIDAY · BETTER HOMES & GARDENS · ESQUIRE · LADIES HOME JOURNAL

PLUS — A FREE Merchandising and Promotion Package Second to None!

Stā★Nu

Fill out the coupon for complete information. MAIL IT TODAY!

STA★NU CORPORATION
4850 W. Belmont Ave.
Chicago 41, Illinois

☐ Kindly rush complete information about Sta★Nu franchise.
☐ Please have your representative call

Name _____
Company Address _____ Phone No. _____
City _____ Zone _____ State _____

NEWS

FROM THE ALLIED TRADES

Schlemon Joins Butler

GEORGE SCHLEMON

George Schlemon has been appointed press consultant of the Dry Cleaners Equipment Division of Butler Manufacturing Company, Kansas City, Mo. The announcement was made by Burrill O. Gottry, Division manager. A veteran of over 30 years in the pressing field, Mr. Schlemon is well known as one of the industry's leading press and finishing authorities.

As press consultant for Butler, Mr. Schlemon's duties will involve finishing department analysis and layout recommendations, participation in conventions and in-plant press demonstrations and modern pressing and methods training. Mr. Schlemon will also serve as a consultant to plantowners.

Prosperity Names Brooks

WALTER E. BROOKS

The Prosperity Company, Inc., Syracuse, N. Y., has announced the promotion of Walter E. Brooks to manager of the advertising and sales promotion department. He replaces Frank H. Hanigan who has accepted a position with an Ohio firm. For more than five years, Mr. Brooks has served as Mr. Hanigan's assistant, in addition to editing Prosperity's house organ, "Prosperity Family News."

In his new post Mr. Brooks will handle advertising and sales promotion for Prosperity's laundry and drycleaning line.

Pantex Sales Increase

Norbert H. House, president of Pantex Manufacturing Corporation, Pawtucket, R. I., has announced that deliveries for the first six months of 1957 have topped sales for the same period last year by 10 percent. Continued emphasis is being placed on the development of new products and expansion of sales activities.

After-tax earnings to be reported will be about $1.80 per share for the first six months. To date, holders of common stock have received two 10-cent cash payments and a 3 percent stock dividend.

Sarco Relocates Offices

Sarco Company, Inc., and Sarcothern Controls, Inc., have announced the removal of their national headquarters in New York City from the Empire State building to 635 Madison Ave. They will occupy the twelfth floor of the newly constructed modern building. The company's manufacturing facilities are located in Bethlehem, Pa.

Wholesale Leather Service

The Hudson Fur Cleaning Co., 101-113 Cranston St., Providence, R. I., has announced that a new wholesale leather service has been made available to all drycleaners throughout the country. Hudson guarantees no loss of color or shrinkage; garments are said to remain soft, pliable and new looking.

Sam Levine, sales manager at Hudson, reports that selected dealers throughout the country will be allowed to handle the process.

Complete information may be obtained by writing to the firm.

Eaton Holds Two Sales Meetings for Fry

Officers and representatives of the Eaton Chemical & Dyestuffs Co., Detroit, Mich., conducted two sales meetings recently for officers and representatives of the Fry Brothers Co. Highlights of the discussions included Eaton's new theory of "Formulated Dry Cleaning Solvent" and its "Spotting Story."

Attending the meeting were, front row, left to right: C. J. McLaughlin (Fry), O. W. McElfresh (Fry), George Whitcomb (Fry), Bill Knotts (Eaton), A. D. Fry (Fry), R. W. MacDonald (Eaton), Ross Rathbone (Eaton) and E. G. Davis (Fry). Back row: Ronald Swikert (Fry), Hal Oiler (Fry), R. V. Wagner (Fry), L. C. Wagner (Fry), J. P. Schutte (Fry), Bill Euitt, (Eaton), W. E. Madden (Fry), C. B. Haydon (Fry), Art Shook (Eaton), H. H. Henson (Fry) and Gene DiPietro (Fry).

Dow Presents Drycleaning Public Relations Films

Release of two consumer education motion pictures on drycleaning has been announced by Carl Castle, Dow-Per sales manager for The Dow Chemical Company, Midland, Mich. These pictures will play a key part in a new public relations program planned by the company.

"Uncle Henry Saves the Play," a 16½-minute movie, is designed for group showings, and "One Happy Day," a 4½-minute color movie short, for use on television homemaking programs. The picture above is from "One Happy Day."

These films were created to help the drycleaner tell his story to the public. Both films picture the neighborhood drycleaner as a skilled technician and an expert on textile maintenance to whom the homemaker should turn for advice.

Scripts were patterned to meet the needs indicated by the consumer motivation study made for the NID by the Institute for Motivational Research.

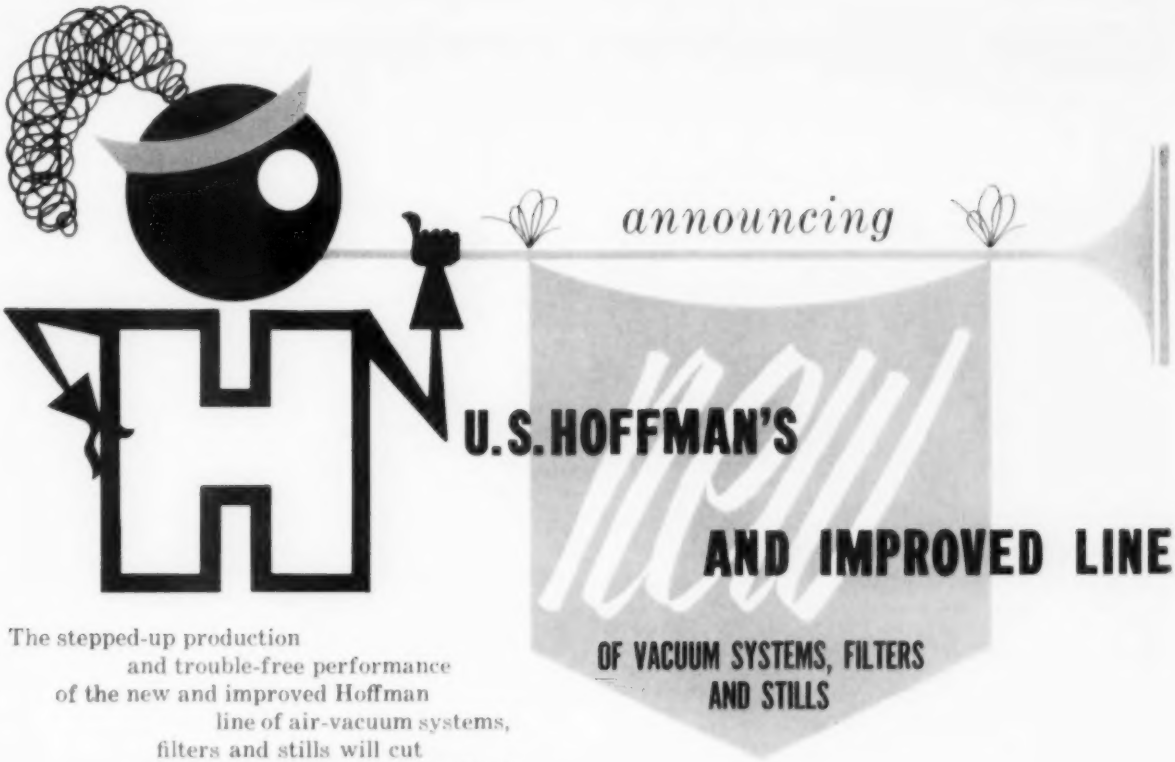
Additional material being prepared includes detailed instructions on how to introduce the longer film at local group showings as well as information to enable each drycleaner to reap the greatest benefits from use of the films.

More detailed information may be secured by writing to Dow.

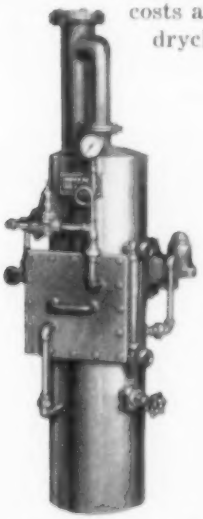
Changes at Hope Chemical

ERNIE HOLMES

R. L. Bernstein, technical director of Hope Chemical Corporation, Pawtucket, R. I., has announced a change in territory for technical sales representative Ernie Holmes. Mr. Holmes

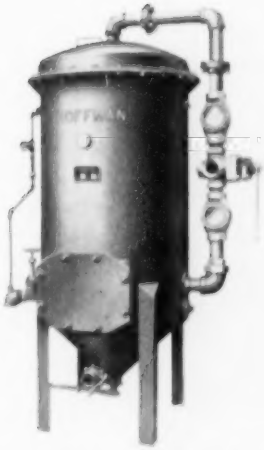


The stepped-up production and trouble-free performance of the new and improved Hoffman line of air-vacuum systems, filters and stills will cut costs and increase profits for drycleaning operators everywhere.



save steam and electricity

save numerous man-hours



Hoffman high efficiency stills deliver crystal-clear solvent for high quality cleaning. Delivering up to 50 gallons capacity for perchlorethylene, and up to 400 gallons for solvent, the Hoffman stills are designed for maximum recovery and large savings. They cut waste as much as 50%.

The new Hoffman air-vacuum systems will save up to 50% on steam and electricity and 25% to 30% in pressing time through quicker cooling and setting. Serves 2 to 200 machines.

Saving of numerous man-hours in cleaning time is possible with the Hoffman tubular, cone-bottom filter (for both perchlorethylene and petroleum). Backwashing is convenient and sludge removal easy. No other filter is so fast and yet so easy to clean as the Hoffman.

U.S. Hoffman air-vacuum systems, filters and stills are backed by years of research and dry cleaning equipment development in our Syracuse plant. Trouble free operations are assured.

ESTABLISHED REPUTATION FOR LEADERSHIP AND QUALITY.
LONG EXPERIENCE IN THE DRYCLEANING FIELD.

For more information without cost or obligation, contact the man you normally deal with, or write to:

COMMERCIAL DIVISION U.S. HOFFMAN MACHINERY CORP. 103 FOURTH AVENUE, NEW YORK 3, N. Y. OREGON 7-3600

is replacing Raymond Snider in the North and South Carolina territory. Mr. Snider has been appointed Southeast sales manager and will be stationed at Atlanta, Ga.

Keever, International Steel Wool Join Forces

MYRON JOHNSON

R. W. ALLEN

Further expansion in the laundry and drycleaning industries by the Keever Starch Company, Columbus, Ohio, was revealed recently with the announcement that International Steel Wool Corporation, Springfield, Ohio, is now being affiliated with Keever.

According to Keever president C. J. Kurtz, the Columbus firm will now handle the sales and service of all International products, including Jumbo Press Pads, Flau-O-Wool, Magic Flannel and flatwork ironer padding.

Myron Johnson remains as vice-president and general manager of the 33-year-old International organization. R. W. Allen, manager of the Keever Laundry Division, will be in charge of sales. Under the new setup, Jumbo Press Pad products will be handled exclusively by laundry and drycleaning supply houses, assisted by the Keever sales-service organization.

International Steel Wool is the oldest press pad manufacturer in the nation. It was first to introduce the woven steel press pad in 1927.

The Keever Starch Company was organized in 1898. In 1952 Keever acquired the Standard Chemical Works, Columbus, originator of Ultra-Lite and other laundry sours. A recent consolidation in 1956 resulted in the two companies becoming divisions of a new corporation known as National Industrial Products Company. The latter company purchased International Steel Wool Corporation in this most recent expansion.

Leather Plants Merge

Custom Leather Refinishers, 310 Prospect St., Trenton, N. J., has merged its operation with that of Helenizing Leather Process, 310 W. 44th St., New York, N. Y. The New York branch will be known as Custom-Helenzing Leather Process at the same location, directed by Mike Selesnick, owner of the Trenton plant.

Both plants are members of the Suede and Leather Refinishers of America and the merged operations will maintain this membership.

Bowdoin to Nicholson Board

GEORGE E. BOWDOIN

The directors of W. H. Nicholson and Company, Wilkes-Barre, Pa., recently chose Colonel George E. Bowdoin, assistant to the chairman of the board of the Worthington Corporation of New York, as a director of the company. The new director succeeds the late James B. Robinson.

ALL GONE!

Stains . . . Spots . . . Blood, Ink, Rust, Paint—

SOLVINK *SOAKS 'EM OUT IN SPLIT SECONDS!*

Fast as . . . 1 . . . 2 . . . Solvink gently, safely, soaks deep, soaks out spots and stains, ink and paint, blood and rust.
Guaranteed harmless to all fine fabrics and all fast colors when "Solvinked" as per directions.

Nothing in the world faster, easier, more economical. A real money-maker because it's a real labor-time saver and a genuine customer satisfier.

Never have you bought so much for so little: Only $2.25 for half-pint set of two Solvink solutions. Comes also in pints, quarts, gallons. Try a free sample and prove it; or waste no time: get a trial order from your jobber. For sample send coupon below.

There's lots of profit for you in these companion products, too.

TANSOL—for tannin stains
GREENZYME—Digestant
IODASE—for Iodine stains
SIZ-IN—Hot size

Free Solvink Sample for Skeptics

Greenville Chemical Co., Greenville, S. C.

I'm interested. Send me free Solvink 2-bottle sample for test without obligation

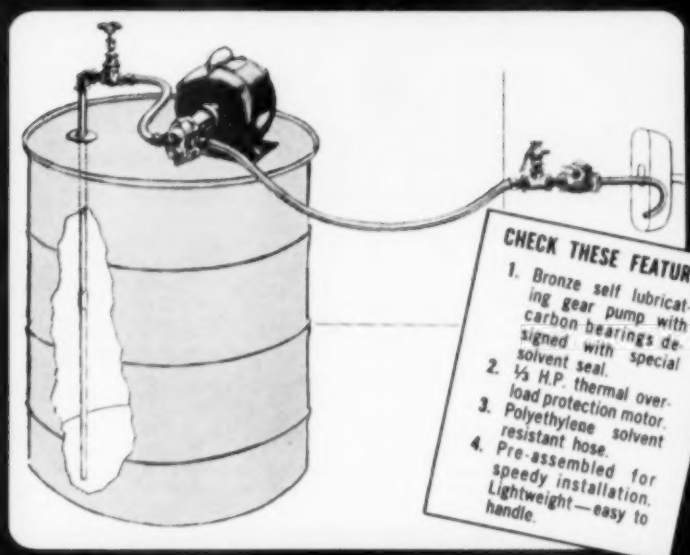
Name _____

Address _____

GREENVILLE CHEMICAL COMPANY
POST OFFICE BOX 1087, GREENVILLE, SOUTH CAROLINA

the NEW REVOLUTIONARY...

UNITED SOLVENT PUMP UNIT



CHECK THESE FEATURES

1. Bronze self lubricating gear pump with carbon bearings designed with special solvent seal.
2. ⅓ H.P. thermal overload protection motor.
3. Polyethylene solvent resistant hose.
4. Pre-assembled for speedy installation. Lightweight—easy to handle.

Transfers solvent to the cleaning machine *AUTOMATICALLY* at the rate of 4 gallons per minute.

This unit is complete with every fitting needed for immediate installation and can be installed in less than 15 minutes with no special tools. It can be changed from one drum to another in a matter of minutes.

Price includes complete unit with 8′ hose. $87.50

UNITED BRASS WORKS, INC.
1589 ATLANTIC AVE., BROOKLYN 13, N. Y.

ORDER THROUGH YOUR JOBBER

In announcing the election S. R. Nicholson, chairman of the board, stated that the company was fortunate in obtaining Colonel Bowdoin's services, with his background of many years of experience in manufacturing and sales in the field of laundry, drycleaning and pressing equipment. Nicholson recently entered this field with the acquisition of exclusive rights to the production and distribution of Hoffman equipment.

In 1930 Colonel Bowdoin joined the U. S. Hoffman Machinery Corporation as a vice-president in charge of sales, after having held various executive positions with the American Hammered Piston Ring Company and the Campbell Metal Windows Corporation. He was elevated to executive vice-president of Hoffman, and later became president. Colonel Bowdoin resigned in 1954 due to a change in ownership of Hoffman.

Butler Consolidates Production

To combine its prime fabrication, assembly-line production, painting and finishing under one roof, Butler Manufacturing Company has established centralized facilities at its Kansas City, Mo., plant. Testing and crating are conducted in separate buildings.

According to Howard J. Martin, sales manager, this move was necessary to keep pace with the increase of business in the Dry Cleaning Equipment Division. This consolidation enables Butler to better utilize its production facilities and speeds up delivery of all Butler products, according to the firm.

Hild Expands Staff

James Robert Dagger and Jerry Kulas have been named sales representatives in the major accounts group staff of Hild Floor Machine Company, Chicago, Ill. According to Robert E. Jackson, Midwest sales manager, the Chicago sales volume has more than doubled in the past year, creating the need for a larger sales organization. Production facilities have also been enlarged by the company's move to 1217 W. Washington Blvd.

Mr. Jackson also announced the appointment of Stan Swig as floor maintenance engineer. Mr. Swig will work with the Chicago sales organization.

New Cambell-Frazier Office

Campbell-Frazier Supply Co., located at 820 Truman Rd., Kansas City, Mo., since 1941, is relocating general offices at 1919 Truman Rd., just across the street from its main warehousing operation. Extensive remodeling of the new office quarters was scheduled for completion October 1.

Stein To Represent Topper-Matic

ROBERT K. STEIN

Robert K. Stein, manufacturers' representative, has been named West Coast representative of Topper-Matic by Jack Hicks, president of P & H Industries, Inc., Dallas, Tex. Mr. Stein's territory will cover Cali-

fornia, Oregon, Washington, Nevada, New Mexico and British Columbia.

Widely known in the drycleaning industry, Mr. Stein was formerly the assistant sales manager of a large equipment manufacturer, working with distributors from coast to coast. His present plans call for working with distributors and their salesmen exclusively.

Pennsalt Launches Canadian Subsidiary

Pennsalt Chemicals Corporation, Philadelphia, Pa., has announced the formation of a wholly owned subsidiary in Canada, to be known as Pennsalt Chemicals of Canada, Ltd.

"Through this new subsidiary," President William P. Drake stated, "Pennsalt will be able to provide improved customer service for its expanding chemical specialties markets in Canada."

William B. Billingsley, who has directed Pennsalt specialty sales in Canada since 1954, has been named vice-president of the new subsidiary and resident manager of its operations. Before joining Pennsalt, Mr. Billingsley was associated with Canadian Industries, Ltd.

Forse Stages "Parade of Progress"

Seventy-eight Forse sales and servicemen recently attended a five-day clinic in the company's Anderson, Ind., factory. Attendees were shown the 1958 line of Forse drycleaning and laundry equipment at a Parade of Progress. A special feature of the program was the presentation of the Clothes-A-Clean one-stop service store. A completely equipped store was set up in the factory to demonstrate the washing action of the Clothes-A-Clean Washer. Forse recently bought the process.

Consumer Ad Promotes Buckeye Process

To help drycleaners increase their fall and winter business, The Davies-Young Soap Co., Dayton, Ohio, has scheduled a quarter-page advertisement in the October issue of *McCall's* promoting the "lint-free, cling-free" drycleaning process.

With a dramatic illustration of a young lady having clinging trouble with her new fall dress, the ad is headlined, "The Case of the Strangled Sheath." Then the ad goes on to point out that clinging and lint attraction can be eliminated with the patented Davies-Young process and at no extra cost.

The ad states, "There's a dry cleaner in your neighborhood who offers this superior method . . . for all fabrics, all colors."

The ad also offers a trial home size of "Dyp," the antistatic rinse, by use of a coupon. Dyp has been used for many months by drycleaners as an introduction to the antistatic qualities of the process.

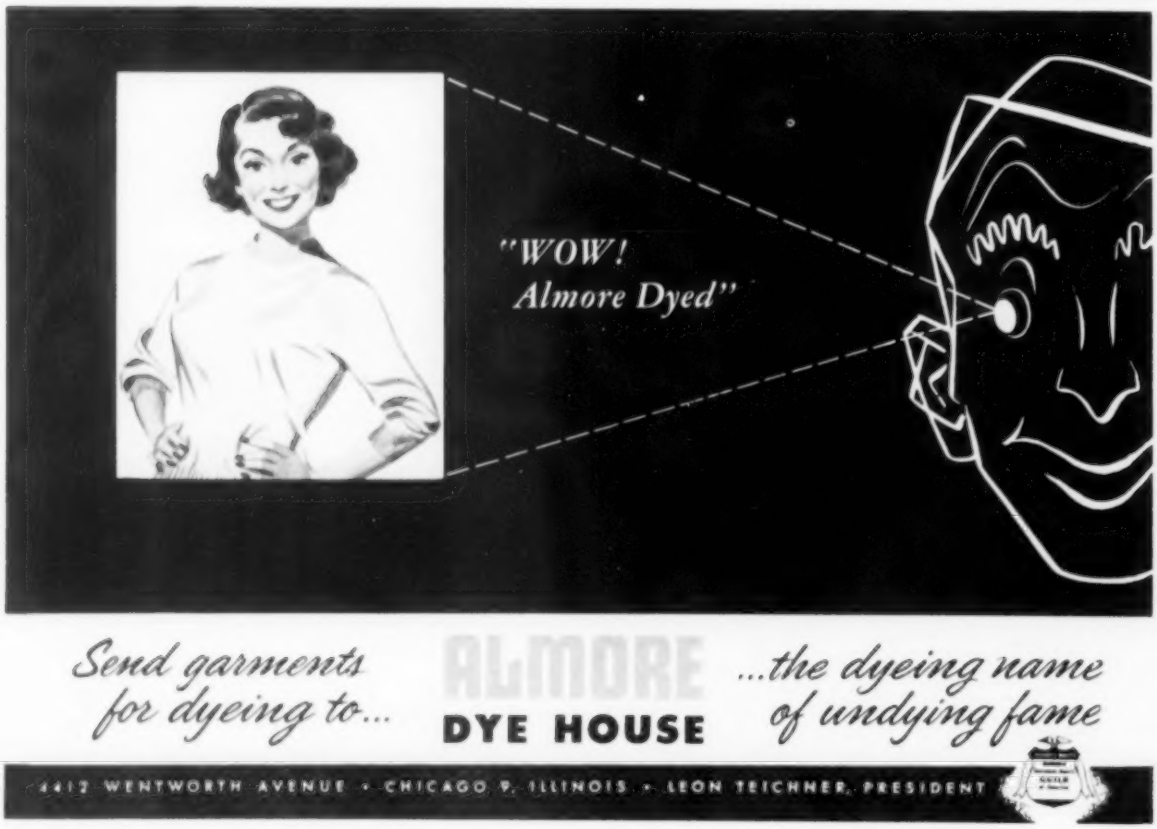
Melody Joins SLRA

C. K. Kirkpatrick, president of the Suede and Leather Refinishers of America, has reported the acceptance for membership of Melody Cleaners, 500 W. Grand Ave., Oklahoma City, Okla. The plant is operated by Richard F. Kelley.

Atlas Man Retires

Edgar W. Harris, special representative in the Darco activated carbons department of Atlas Powder Company's chemicals division, has retired after more than 30 years of service.

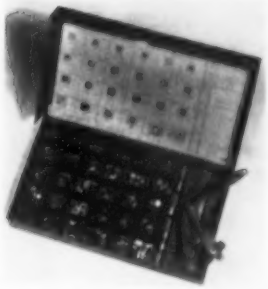
Mr. Harris joined Atlas in 1917 as a chemist. During World War I, he was chief chemist at the company's explosives plant and later served as a research chemist in high explosives.



Here is the NEW . . . All Complete

Snap Fastener Kit to Repair or Replace

SNAP FASTENERS



All Snap Fasteners available for re-order.

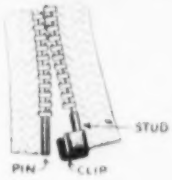
Service Kit includes:
- Special Aluminum Press
- Set of 5 Special Steel Dies
- A 30 item Snap Fastener Asst.

in complete Box **$15.00** with full Instructions

All parts are Genuine "KLIKIT" Fasteners manufactured by RAU Fastener Co., owner of Trademark "KLIKIT."
Satisfaction guaranteed or money refunded within 2 weeks. Remit with order. No C.O.D.

It's Handy **KAYCREST** *Products* It's Simple
1426 WEST 3RD STREET
CLEVELAND 13, OHIO

AT LAST . . . A KIT ESPECIALLY DESIGNED TO ATTACH SEPARATING ZIPPER PARTS EXPERTLY



This New Kit Includes:
1 Special Steel Tool.
New Separating Parts in Brass and Silver.
1 Tube of Special Cement.
1 Lubricant Stick.
Special COPYRIGHTED instructions. ALL FOR ONLY . .

$5.00

Extra Separating Parts Available
The Kit you have been waiting for

The GLENZIP Jr. The only "ALL-IN-ONE" Zipper Repair Tool . . . and still the best.

$7.95

On above items, remit with order. No C.O.D.

GLENZIP COMPANY
MANUFACTURERS AND DISTRIBUTORS
1426 W. 3rd STREET • CLEVELAND 13, OHIO

Mr. Harris transferred to research and development work with Darco Corp., then an Atlas subsidiary, in 1922. In 1931 he joined the Darco sales department in New York City. He became assistant director, then director of sales in 1947, and was a member of the board of directors. He assumed his present duties in 1950 when Darco became an Atlas department.

Permac Names Midwestern Distributor

EDWARD WASHLOW

JOSEPH FITPOLD

American Permac, Inc., Baldwin, N. Y., has announced the appointment of A & E Machinery Company, 2525 W. Madison St., Chicago, Ill., as Midwest distributors for Permac Boewe drycleaning equipment.

Edward Washlow, president of A & E, reports that Joseph Fitpold, long associated in the Midwest with drycleaning equipment engineering and machinery service, will head A & E's engineering department.

A full staff of mechanics and technical service representatives is also maintained by the company.

Riverside Appoints Brown

DAVID BROWN

The Riverside Manufacturing Company, St. Louis, Mo., has appointed David Brown technical representative in the area south of Waco, Tex.

He will be trained by Harry Stephens, Riverside's representative in North Texas. Mr. Brown will headquarter in Houston.

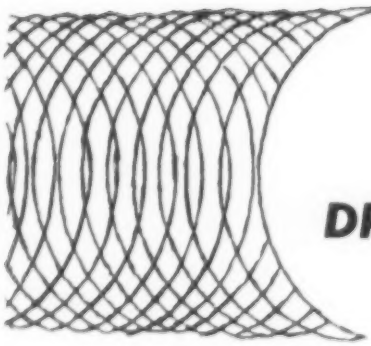
Talley Opens New Parts Section

Albert P. Friedman, president of Talley Laundry Machinery Company, Greensboro, N. C., has announced the opening of its new parts department. The new unit will enable Talley to ship orders the same day they are received. The firm carries a full line of Unipress, Detrex, Milnor and Hoffman parts.

Holman Battaille, who has had several years experience in the laundry and drycleaning field, will be in charge of the department.

Put Cancer On The Defensive!

Together we can strike back. Give to AMERICAN CANCER SOCIETY



DRY STORAGE?

Join the hundreds of plantowners who go for Reliable's new **dry storage** plan. It's safe . . . sure . . . practical . . . because of . . .

No Costly Refrigeration!
No Costly Installation!
No Costly Insulation!
Inexpensive Construction!

You save **thousands of dollars.** For cloth, wools, boxes, furs and rugs. Write for details.

RELIABLE MACHINE WORKS, INC.
231 Eagle Street
Brooklyn 22, New York

NEW PRODUCTS AND LITERATURE

Continued from page 10

light general vacuuming to 2- or 3-inch hose for heavy or bulky material. Model 515 is powered by a 1½ hp. universal motor with a new propeller design featuring increased cooling capacity, large sealed bearings and oversize carbon brushes. The motor is easily detached for use as a portable blower, sprayer or "Strap-Bak-Vacuum."

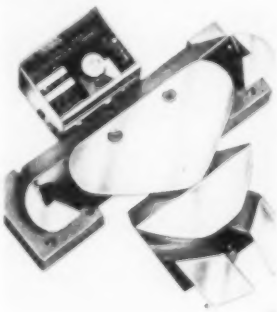
Hild's new model CX (right in photo) is said to be the first and only explosion-proof floor machine listed by Underwriters Laboratories for Class 1, Group D, and Class 2, Group G. Model CX is available with a complete selection of UL-listed static-conductive brushes for scrubbing, polishing and dry scraping. A 3-gallon tank on the handle converts the unit for fast floor scrubbing.

For complete information on both new units write Hild Floor Machine Company, Inc., 1217 W. Washington Blvd., Chicago 7, Ill.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

New Bishop Layback Collar-Former

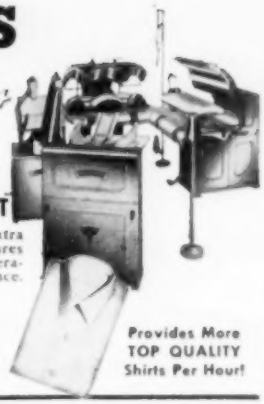


An enthusiastic industry reception has greeted Bishop David Freeman Company's recently introduced new "Layback" method of collar finish-

UNIPRESS Comet

1 OR 2 GIRL SHIRT FINISHING UNIT

Speeds up production, cuts down on extra equipment investment. Advanced features assure top quality shirt finishing. Easy operation . . . simple design . . . saves floor space. Write for complete details.



Finer Finishing Faster with The UNIPRESS Co.

Minneapolis 8, Minnesota

Provides More TOP QUALITY Shirts Per Hour!

ing, shaping and shirt packaging, according to David A. Freeman, president of the Evanston, Ill., firm.

Advantages claimed for the unit include improved quality, achieved through a smooth, neck-fitting shape, with almost complete elimination of rough-dry seams, buckling, crow's-feet and "breakover" of collars. Second, the Layback collar permits the plant to produce a truly modern collar styling. Also, according to the manufacturer, the new unit's improved quality and styling give the industry a potent sales weapon to advertise and promote. Mr. Freeman also states that the Layback method increases shirt unit production.

For full details write Bishop David Freeman Company, 1600 Foster Ave., Evanston, Ill.

New Andrews Truck Body

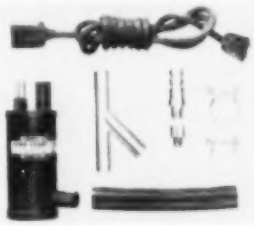
A new forward control and parcel delivery body has been announced by the Andrews Trailer and Body Co. It is designed for mounting on all makes of chassis.

John Andrews, secretary and treasurer of the firm, states that the body is available in identical design for either aluminum or steel. He also pointed out that the ⅛-inch-thick aluminum side sheets have a high resistance to dents, yet the over-all weight of the body is equal to the lowest on the market.

Paul Andrews, president, noted that the prepunched riveted airplane-type construction is used in both the aluminum and steel bodies, making replacement of accident-damaged parts simple and inexpensive.

Additional information is available from Andrews Industries, 7901 Alabama Ave., St. Louis, Mo.

Lower-Watt Engine Heater



The 500-watt tank-type engine heater illustrated above was recently introduced by Phillips Manufacturing Co. This addition to the Zero-Start line is designed for all-night operation in preheating car and truck engines. Because of its low wattage the new external heater is said to afford economy in spite of extended periods of use.

For fast warmups, Phillips recommends the use of the 850- or 1300-watt tank heaters, which feature the same engineering highlights as the U-500 in that they are universally applicable in all liquid-cooled engines.

The units, the company states, also permit rapid heat inside the vehicle as well as the benefits of easy starting, less engine wear, reduced gasoline consumption and elimination of towing charges.

An extruded heating element is the heart of each tank heater, which operates from 115 volt AC/DC current.

Information on the tank heaters, as well as the complete line of dipstick and headbolt immersion-type engine heaters made by the firm, may be obtained from Dept. KP, Phillips Manufacturing Co., 2816 Aldrich Ave. S., Minneapolis 8, Minn.

Newhouse Quality Scale Baskets

NEW NU-WEIGH DELUXE BASKET

All steel frame. Removable heavy duty canvas basket has 10-bushel capacity. Sturdy hanging scale weighs up to 150 lbs. 4 inch ball-bearing casters for easy rolling.

Price $129.50

NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. $69.50

Send for '57 Catalogue

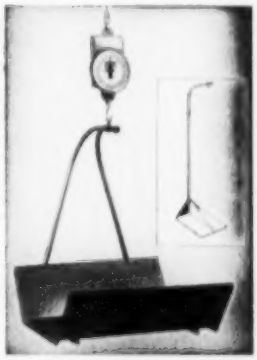
NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

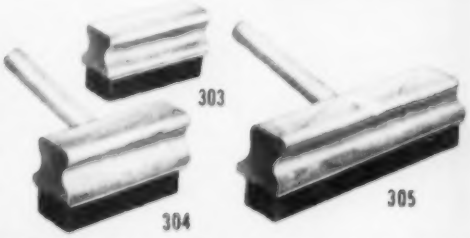
Scale and basket as shown $39.75

With stand add	$15.00
Scale alone	18.00
Basket alone	22.00

Sold through Drycleaning and Laundry Jobbers



NEWHOUSE "ALL IN ONE" WONDER BRUSHES



303, $2.25 304, $2.50 305, $4.95

Ideal Carding Brushes for all types of fabrics. 303 and 304 for lighter work, 305 for heavier work. Specially designed, rust-proof wire bristles.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

how you can improve
QUALITY

USE THE
Qualitex® PAD AND COVER
ON ALL YOUR DRY CLEANING PRESSES

The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.

GUARANTEE
The Qualitex Pad and Cover is guaranteed to last a minimum of 4 months.

ORDER FROM YOUR JOBBER TODAY

Quality products company
5760 West Grand Avenue
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DIP-O-MATIC

WATER REPELLENT DIP TANK

Finger tip control. ZIP—it's up and loading. ZIP—it's down and agitating. ZIP—it's up again. With the DIP-O-MATIC water repelling of garments is profitable business!

Write for catalog and prices.

Hopkins EQUIPMENT CO.
HATFIELD, PA.

INCREASE PROFITS WITH
BERLOU
MOTHPROOFING SERVICE

Since 1930; used by MORE professional mothproofers than all other mothsprays combined. Mail this ad with your letterhead for your copy of Berlou's Profit Builder Plan. Berlou Mfg. Co., 435 Monroe Street, Marion, Ohio. In Canada, The Berlou Company, Ltd., London, Ontario.

PEOPLE AND PLACES

NORTH WEST

A formal opening was scheduled recently at Bry-Mar Cleaners, 315 Duryea St., Raymond, Wash., by Mr. and Mrs. Bryan Salme.

Newell Hall is now the sole owner of Molalla (Ore.) Cleaners, having purchased Ron Brown's interest in the establishment.

New drycleaning equipment has been installed in Ontario (Ore.) Cleaners, according to Wallace Jones.

Max Bayless, co-owner of Paramount Cleaners, Raymond, Wash., has obtained approval for construction of a concrete-block addition.

John Pitarresi has purchased Oswego (Ore.) Cleaners and will change the name to Johnny's Oswego Cleaners.

Valley Cleaners and Shirt Laundry, owned by Norman Fletcher, has been moved to a new building at E9616 Sprague, Opportunity, Wash.

DOMINION of CANADA

Construction has begun on the erection of a new building for Alaska Cleaners, Dawson Creek, B. C.

New equipment has been installed in Fletcher's Cleaners, 52 Erie St., N., Leamington, Ont.

NORTH EAST

William Craig has opened a drycleaning establishment at 2113 Third Ave., New York, N. Y.

A remodeling and modernization program was completed recently at Chanin Cleaners, 313 Main St., East Orange, N. J.

Mrs. Grace Bella has announced the opening of Jericho French Dry Cleaners, 302 Jericho Turnpike, Floral Park, N. J.

Arthur D'Angelo has opened a drycleaning establishment at 1211 Commonwealth Ave., Allston, Mass.

Commissioner Raymond M. Brown officiated at the ribbon-cutting ceremony which marked the opening of Modern Method Cleaners, 209 Norwood Ave., Long Branch, N. J. Peter Giaimo and Al Abrahams are the owners.

Orchid Cleaners has been established on Route 18, East Brunswick, N. J.

New equipment has been installed in Twill Cleaners, 431 Lafayette Ave., Hawthorne, N. J., owned by Aaron, Donald and George Bothyl.

United Cleaners, Inc., is now housed in a new modern building at 156 Delaware Ave., Albany, N. Y. This is the second of four new locations being built this year by the firm.

SOUTH EAST

An open house was held recently at Viewmont Drive-In Cleaners, 1505 Second St., N. E., Hickory, N. C. The concern will be managed by Alfred E. Deaton, who also owns Rainbow Cleaners.

William E. Van Winkle has opened a second drycleaning establishment at 13th St. and Fourth Ave., Gainesville, Fla.

Talbotton (Ga.) Cleaners and Laundry has been opened in the Spivey Bldg.

Pitts Cleaners, Mount Pleasant, Tenn., has been sold to Jasper L. Held, Jr., according to a recent announcement.

Eli Easley has opened Easley Cleaners in a new modern building on W. Madison St., Bastrope, La.

A new concrete and steel building has been constructed for Bogalusa (La.) Cleaners and Laundry, which was purchased by "Red" Hand recently.

SOUTH WEST

Watson's Cleaners has been moved to new headquarters on S. Third St., Livingston, Calif. Marie and Del Watson are the owners.

Model Cleaners was scheduled to be opened in the Midway Shopping Center, Picacho and Main, Las Cruces, N. M.

Harold and Jean Hamlin have opened Town and Country Cleaners, 1129 Hacienda Blvd., La Puente, Calif.

City Cleaners, owned by Mr. and Mrs. R. A. Weatherford, has been moved to newly redecorated quarters at 303 W. Main, Mesquite, Tex.

NORTH CENTRAL

New Albany (Ind.) One Hour Cleaners, Inc., has opened its second plant, at 113 N. Main St.

Nu-Way Cleaners, 30th and DeWitt, Mattoon, Ill., has been reopened after being closed for remodeling. C. T. Carter, new operator, announced recently.

Russell H. Stewart has purchased Walter D. Pierson's interest in Crystal Lake (Ill.) Vogue Cleaners. Mr. Stewart and Ralph H. Mohr are now the operators.

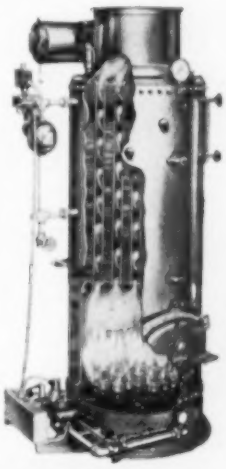
Badger One Hour Cleaners, Inc., has been opened at Washington Ave. and Seventh St., Madison, Wis.

A formal opening was held recently at Shullsburg (Wis.) Cleaners by Elden Sanderson.

VERTICAL TUBULAR BOILERS

LOOKOUT

WITH OIL BURNER AND AUTOMATIC CONTROLS

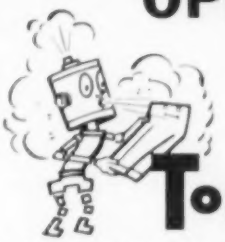


Where floor space is limited and cost a major consideration these boilers are an efficient and reliable source of steam. Because they are equipped with automatic controls factory wired and piped, the installation is simple and inexpensive.

Made in eleven sizes from 3 H.P. to 50 H.P. 100 lbs. working pressure.

LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.
MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

PUSH BUTTON OPERATION



. . . No Foot Pedals
. . . No Hand Valves

Topper-Matic

Call P & H Industries, Inc., Dorchester House, Dallas, Texas, for your nearest TOPPER-Matic Distributor.

MONEY MAKERS

by Bill Glover

Bill Glover 5204 E. 15th St. Kansas City, Mo.

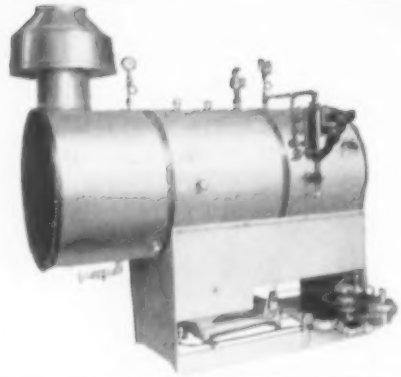
Please send us information on:

Washers	Washer Extractors
☐ 25 pound	☐ 60 pound
☐ 40 pound	☐ 100 pound
☐ 60 pound	☐ 200 pound

NAME _____

ADDRESS _____

CITY _____ STATE _____



GAS BOILERS
Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS
Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

41st Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

GROSS STAR

TRIPL-SAFE GRID PLATE
Masters ANY Fabric

1. Perf. liner
2. Filter screen
3. Napped surface

The Grid Plate that CAN'T make a mistake

under 46"	$29.75
over 46"	$38.75
mushroom	$21.75

from your jobber

GROSS STAR TRIPL-SAFE GRID PLATE
PATENT APPL'D FOR — MFD. BY L. BEHRSTOCK CO. 1708 S. STATE ST. CHICAGO 16, ILL. — WITH BUILT-IN STEAM FILTER

finish fur-like pile fabrics IN YOUR OWN TUMBLER, after dry cleaning

with . . .
feel-tex

★ NO EXTRA LABOR! ★

★ NO EXTRA EQUIPMENT! ★

★ NO FRANCHISE FEE! ★

$23 buys all you need to process more than 64 garments . . .

MONEY BACK GUARANTEE

See Your Jobber or Write Direct

FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N.Y.

MEETINGS SCHEDULED

October 24, 25 and 26—Kentucky State Laundry & Cleaners Association, Annual Convention, Phoenix Hotel, Lexington.

October 25, 26 and 27—Ohio Drycleaners Association, Annual Convention, Commodore Perry Hotel, Toledo.

October 27—Dry Cleaners Guild Division of the **New Jersey** Laundry and Cleaning Institute, First Annual Convention, Newark.

November 1, 2 and 3—Oregon State Drycleaners Association, Annual Convention, Pendleton Hotel, Pendleton.

November 8, 9 and 10—Indiana Dry Cleaning & Laundry Institute, Annual Convention, Severin Hotel, Indianapolis.

November 9, 10 and 11—Cleansing Plantowners of **Massachusetts**, Annual Convention, Bradford Hotel, Boston.

November 29, 30 and December 1—Illinois State Drycleaners Association, Annual Convention, Morrison Hotel, Chicago.

December 6, 7 and 8—Michigan Institute of Drycleaning, Inc., Annual Convention, Fort Shelby Hotel, Detroit.

December 7 and 8—Mississippi Laundry and Cleaning Association, Annual Convention, Robert E. Lee Hotel, Jackson.

December 7 and 8—Wisconsin & Upper Michigan Drycleaning Institute, Annual Convention with Exhibit, Pfister Hotel, Milwaukee.

1958

January 13, 14, 15 and 16—National Institute of Rug Cleaning, Annual Convention, Sheraton Hotel, Philadelphia, Pennsylvania.

January 15 16, 17 and 18—National Institute of Drycleaning, Annual Convention, Hotel McAllister and Municipal Auditorium, Miami, Florida.

January 26 and 27—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Windsor Hotel, Montreal, Quebec.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over $40,000 gross business. Price $39,000 with real estate. **ADDRESS,** Box 7956, **NATIONAL CLEANER & DYER.** -2

For sale—modern laundry and cleaning plant So. West Iowa. Stoddard solvent. Storage vault capacity of 2,500 garments. Rug cleaning equipment. 20 employees. Three routes. Military contract. Must see to appreciate. Small amount capital needed. With or without real estate—may have 10-year lease. Must sell to settle estate. **ADDRESS,** Box 8134, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Modern drycleaning plant in central New Jersey. 1956 volume $73,000. Must sell, long lease, priced for a quick sale. **ADDRESS:** Box 8213, **NATIONAL CLEANER & DYER.** -2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. **TOP** prices (suits $8.50 up, ladies' suits $4.50 up, ladies' coats $12.50 up, sweaters $1.50 up). Cash-and-carry, sacrifice $10,000. Easy terms, retiring. Exclusive Cleaners, 606 South Main Street, Santa Ana, California. Phone KImberly 3-7977. 8214-2

OPPORTUNITY: Modern, up-to-date drycleaning business in western Pennsylvania near Pittsburgh, established 33 years ago, doing only quality work, getting highest prices. A volume of $125,000 a year with storage vault. Owner has reached the decision to sell and retire. A real opportunity. **ADDRESS:** Box 8216, **NATIONAL CLEANER & DYER.** -2

FOR SALE: cleaning plant, modern, with real estate. Cheap, well-established. Reason other interest. Colorado location. **ADDRESS:** Box 8217, **NATIONAL CLEANER & DYER.** -2

Cleaning plant for sale, business, building and home in eastern Massachusetts. City population 18,000. Volume $34,000 annual retail. Priced right. Terms. **ADDRESS:** Box 8218, **NATIONAL CLEANER & DYER.** -2

NORTHWESTERN ILLINOIS—fully equipped 25 x 96 solvent plant, established 25 years. Gross $48,000. New building, corner location, with ample parking. Price of $45,000 includes real estate. **ADDRESS:** Box 8219, **NATIONAL CLEANER & DYER.** -2

Missouri county-seat town near Ozarks. Well-equipped solvent plant, gross $15,000. Ideal for couple, health forces sale. Quality Cleaners, 117 E. Jefferson, Clinton, Mo. 8223-2

LAUNDRY, DRYCLEANING, STORAGE PLANT. Good industrial city in southern New England. Opportunity for young man. Doctor orders owner to retire. **ADDRESS:** Box 8235, **NATIONAL CLEANER & DYER.** -2

Cleanest, most modern drycleaning plant in central Illinois. Includes two pick-up stations. All cash-and-carry, $17,500 last year. $70 month rent for new building. Owner has other interest. Sacrifice for $14,500 cash. **ADDRESS:** Box 8239, **NATIONAL CLEANER & DYER.** -2

For sale: Well-equipped solvent plant in west central Texas oil center which has permanent air base. Annual volume over $25,000, 90% cash-and-carry. Has great potential. Owner tired. Price $12,500. **ADDRESS:** Box 8241, **NATIONAL CLEANER & DYER.** -2

Large, modern solvent-synthetic drive-in plant, northeastern Ohio industrial city. Building 12 years old, established 1920. $100,000 plus business, large fur vault, shirt laundry. Main business street. $125,000 complete, or sell business only. **ADDRESS:** Box 8245, **NATIONAL CLEANER & DYER.** -2

For sale, modern drycleaning plant and shirt laundry. One hundred miles from Los Angeles. City of 125,000. Fine corner location with plenty room for expansion. Present volume $800 weekly cash-and-carry, can be doubled in short time. Owner wishes to retire. $20,000 cash required. **ADDRESS:** Box 8260, **NATIONAL CLEANER & DYER.** -2

Well-established location in Port Arthur, Texas, on the fabulous Gulf coast. This fast-growing city is the best payroll city in Texas. Business is located on one of the best thoroughfares in Port Arthur. Business is completely and modernly equipped and grosses now in excess of $39,000 annually. Laundry service and T.V. trading stamps. Real estate and business can be handled for $38,500 net to owner. Owner selling only because of other interests. **ADDRESS:** Box 8259, **NATIONAL CLEANER & DYER.** -2

SOUTH MINNESOTA: SMALL CLEANING PLANT, IDEAL FOR COUPLE, FULLY EQUIPPED, WILL FINANCE. ADDRESS: Box 8261, **NATIONAL CLEANER & DYER.** -2

Modern solvent plant in fast-growing northern Colorado city. Complete drycleaning facilities with latest equipment and highly skilled help. Annual gross $80,000. Real estate included. Modern drive-in plant with two branch offices and route service. Established 35 years under one owner who wishes to retire. Excellent climate and year-round volume. Price $100,000. Will discuss terms. **ADDRESS:** Box 8262, **NATIONAL CLEANER & DYER.** -2

Owensboro, Ky., modern **CLEANING PLANT EQUIPPED** with both **PETROLEUM** and **SYNTHETIC** cleaning. **SHOE REPAIRING** and **SHIRT LAUNDRY.** Established 1939. Concrete brick-and-block building. Size 50 x 125 feet. Drive-in with canopy. Parking on both sides and rear of building. Prices $1.25 to $1.40. Owensboro is in Daviess County, western Kentucky, on the Ohio River, 35 miles from Evansville, Ind. This business **GROSSES APPROXIMATELY $100,000** annually. Business, equipment and real estate can be purchased for $100,000. Will accept quarter down. Balance on terms. Anyone that is interested and can make financial arrangements may come in this plant like an employee and work until he is satisfied. This is one of the soundest businesses of its kind. A good operator could pay for this business in 5 years. Will discuss reason for selling. **NATIONAL CLEANER, A. H. SLATON, OWNER, 1604 TRIPLETT STREET, OWENSBORO, KENTUCKY.** 8286-2

MASSACHUSETTS: Modern synthetic drycleaning plant, plus shirt laundry. Established 11 years. Brick fireproof building, in a busy location. $40,000 yearly gross, town of 21,000 people—1½ hour drive from Boston. $29,500 complete. Edward A. Buiwit, 66 Parker St., Gardner, Mass. 8294-2

FOR LEASE

FOR LEASE APPROXIMATELY 1,300 square feet. 65 King Street, Northampton, Massachusetts. Especially suited cleaning operation, situated between leading supermarket and popular ice cream luncheonette. **AMPLE PARKING.** Phone **HARTFORD, ADAMS** 6-3366. R. & G. Corporation. 8280-20

LEASE WITH OPTION TO BUY

N.I.D. graduate with years of practical experience. At present a managing partner. Wishes to buy, or lease with guarantee to buy a plant. South Jersey area preferred. **ADDRESS:** Box 8292, **NATIONAL CLEANER & DYER.** -11

HELP WANTED

Expert spotter-cleaner. Capable young man to train as manager. New synthetic plant in Chicago. Give job history and experience. Address: Box 8194, NATIONAL CLEANER & DYER. -7

Managers: Here is a job that's a challenge. Our present managers are earning annually from $6,000 to $10,000 plus. If you are a quality operator, can train and handle help, can clean and spot, and are willing to relocate to where we have openings in Ohio, namely, Sandusky, Newark, Warren and Youngstown. All plants are new and air-conditioned. Contact Mr. Weiss, LaFrance Dry Cleaners, Inc., 64 S. Fruit St., Youngstown, Ohio. 8247-7

HELP WANTED—WORKING LAUNDRY MANAGER EXPERIENCED IN ALL PHASES. ABLE TO TRAIN AND HANDLE HELP AND TO ASSUME COMPLETE CHARGE OF FAMILY LAUNDRY OPERATION WITH TWELVE EMPLOYEES. COMBINATION PLANT. R. D. MILLER, MILLER'S LAUNDRY & DRYCLEANERS, WAPAKONETA, OHIO. 8250-7

LED won't pull color. 8275-7

SPOTTER, all-around man. Modern solvent retail plant. Good salary. Steady position; 5-day week, half hour from Port Authority Terminal. Give age, experience, salary and references. Address P. O. Box 65, Lodi, N. J. 8266-7

Sales manager for family laundry operating approximately 25 routes. The plant is a very modern one, offering drycleaning, laundry and specialties. Produces the best quality in the territory. Located in Metropolitan New York City area. Starting salary $8,000-$12,000, depending upon qualifications. Very bright future for right person. **ADDRESS:** Box 8267, **NATIONAL CLEANER & DYER.** -7

General manager with extensive experience in complete laundry and drycleaning operation. Salary up to five figures. State experience and prior employment record. **ADDRESS:** Box 8268, **NATIONAL CLEANER & DYER.** -7

Mustard spots? Quick, Claude, the **LED!** 8277-7

PLANT MANAGER—for brand-new, million-dollar laundry and drycleaning plant. This will be largest drive-in plant and showplace in America. All brand-new, latest electronic equipment. Plant is being equipped to do about $15,000 per week in drycleaning, $8,000 per week in laundry. We are looking for a man top in our field, one who understands every phase of production, training help, maintaining production and quality at minimum cost, installing incentive piecework system, etc. If you are the man we are looking for we can offer you a challenging position that is very rarely offered. This position is open now. Good references required. In replying give complete resume including telephone number, age, and photograph. Royal Laundry & Drycleaners, Inc., 3717 Broadway, Kansas City 11, Missouri. 8289-7

SPOTTER—for brand-new, million-dollar drive-in plant equipped with all new latest electronic equipment. We are looking for a man who is thoroughly experienced in spotting. Must know chemicals and materials. Wonderful opportunity for right man. Position open October 15. Good references required. In replying give complete resume including telephone number, age and photograph. Royal Laundry & Drycleaners, Inc., 3717 Broadway, Kansas City 11, Missouri. 8290-7

SALES MANAGER—large family and commercial cleaning and laundry plant located in Houston, Texas, has position for man with good sales ability and proven record. Must be able to organize, train and run aggressive sales organization. Excellent salary and bonus arrangements. **ADDRESS:** Box 8293, **NATIONAL CLEANER & DYER.** -7

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES, 4 Commercial Street, Malden 48, Mass.** 7577-25

A laboratory report succeeds when it satisfies **YOUR** customer. Our name is nationally known as one of the country's outstanding impartial laboratories, providing **FAST, ACCURATE** garment analysis reports. Guaranteed 48-hour service—reasonable charges. Send your problem to Consumer Testing Laboratories, 99 Chauncy St., Boston, Mass. 8278-25

SITUATIONS WANTED

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical. 21 years experience, will consider try-out basis first. ADDRESS, Box 7917, **NATIONAL CLEANER & DYER.** -5

MANAGEMENT: A veteran of 25 broad practical years of drycleaning-laundry experience (mostly production), background of business management and accounting, and college-educated, wishes future efforts devoted to exploring new and efficient methods of doing things, creative ideas and perspective planning and expansion, promotion and exploitation, etc. Would like association with a respected and staid concern that seeks infusion. Address: Box 8197, **NATIONAL CLEANER & DYER.** -5

Position wanted—East Coast preferred, drive-in or any size plant. Thoroughly experienced in all phases of drycleaning and management. Address: Box 8209, **NATIONAL CLEANER & DYER.** -5

Manager, N.I.D. graduate both courses. Some laundry experience. Expert spotter. Capable of assuming complete production and employee responsibilities in quality plant. 17 years experience. Married, age 38. **ADDRESS:** Box 8264, **NATIONAL CLEANER & DYER.** -5

Steady position wanted. Exceptionally good man, competent in all branches of the trade, able to instruct new and old help. 30 years experience, can furnish best of references. **ADDRESS:** Box 8265, **NATIONAL CLEANER & DYER.** -5

Young man, N.I.D. graduate both courses. Looking for executive-type position, with large drycleaning or drycleaning-laundry operations. Particularly interested in growth and long-term proposition. Prefer New York City vicinity. **ADDRESS:** Box 8285, **NATIONAL CLEANER & DYER.** -5

WORKING MANAGER—wants position with reliable concern, years of practical experience, silk spotter, manager, personnel, maintenance, initiative, steady and married. Middle West preferred. **ADDRESS:** Box 8295, **NATIONAL CLEANER & DYER.** -5

SILK SPOTTER—thirty years drycleaning experience. Wants a steady position with retail plant. Wife will also take a position if wanted, qualified finisher, etc. **ADDRESS:** Box 8296, **NATIONAL CLEANER & DYER.** -5

First-class silk spotter and cleaner. 32 years experience, 10 years as plant superintendent. Wants position with reliable concern. Small town preferred. Best of reference. Write James K. Rorie, 2715 E. Saginaw Way, Fresno 3, California, Phone 9-3185. 8284-5

WANTED: Good position in drycleaning plant. **RECENT GRADUATE OF N.I.D.** general course. Have 8 years experience. Managed small Sanitone plant for 2 years, 24 years old, married, don't drink and full of ambition. **ADDRESS:** Box 8285, **NATIONAL CLEANER & DYER.** -5

SALESMEN-DISTRIBUTORS WANTED

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

Manufacturer's agents wanted to sell **BLUE RIBBON** foam press pads to jobbers. Attractive commission program. Write Norjac Foam & Fabric, 819 N. W. 23rd Street, Oklahoma City, Oklahoma. 8269-14

No soap but plenty of fast-selling chemical specialties. Young growing company wants two experienced salesmen to travel established Midwest and Eastern territories. Draw, commission, travel and car allowance. Give full details. Replies held confidential. **ADDRESS:** Box 8270, **NATIONAL CLEANER & DYER.** -14

Difficult stains? Put **LED** in your plants! 8272-14

MANUFACTURERS' REPRESENTATIVES

Long-established converter and printer of polyethylene, cellophane and combination bags, doing considerable volume to laundries and laundry supply jobbers, seeks to increase distribution. Excellent opportunity to handle popular repeat business items. Please write background and other lines carried to Box 8228, **NATIONAL CLEANER & DYER.** -19

Manufacturers representative—West Coast. Seven products chemical specialty line. Eight Western jobbers at present. Can you make it eighteen? **ADDRESS:** Box 8271, **NATIONAL CLEANER & DYER.** -19

Well-known supplier, active in the cleaning and dyeing field for over thirty years, is planning extensive European trip, will undertake commissions or make contacts for manufacturer of equipment or supplies. **ADDRESS:** Box 8281, **NATIONAL CLEANER & DYER.** -19

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

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P. S.
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WITH FUR-FEEL CHEMICALS 7929-10

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Knit cuffs, bottoms and collars, excellent quality, all colors. Cuffs $2.95 per dozen pairs, bottoms $6.50, collars $3.25. Terrific prices on all sewing room supplies. Write for new catalog. B. & G. Lieberman Co., Inc., P. O. Box 227, Jackson Heights, 72, New York. 8279-42

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REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

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MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 413 Race St., Cincinnati 2, Ohio. 7369-29

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Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 6055-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed **"FRENCH-TEX"** process. Jackets—$5, coats—$10. **LaFRANCE DYE HOUSE,** 946 Shehy St., Youngstown, Ohio. 7947-13

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SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebl's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 7003-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC., 1127 MAPLE ST., ROCHESTER 11, N. Y.** 7956-12

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MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, **MEXICO 7, D. F., MEXICO.** 5703-3

Wanted: From 1 up to 100 used Hoffman presses VCO-56 and XCO-56. Address: Importaciones y Exportaciones Universales, Carretera a Saltillo No. 1, Monterrey, N. L., Mexico. 8282-3

MACHINERY FOR SALE

LED pipe cinch on all stains! 8273-4

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Model P-1 Adjusta-Forms, certified rebuilt with factory parts . . . only $169. Satisfaction guaranteed. Write, wire or call collect. Saxe-Freeman Co., Omaha, Nebr., JAckson 2133. 8244-4

American and Hoffman 140F drycleaning units, complete in every respect. New machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8254-4

Hoffman model XC05, XC056, and XW12 presses, Cissell puffers, Cissell cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8255-4

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Plenty of mileage with **LED!** 8274-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6—NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8256-4

HIGH-SPEED EXTRACTORS, AMERICAN 17", MONEX 15" and 17", BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8257-4

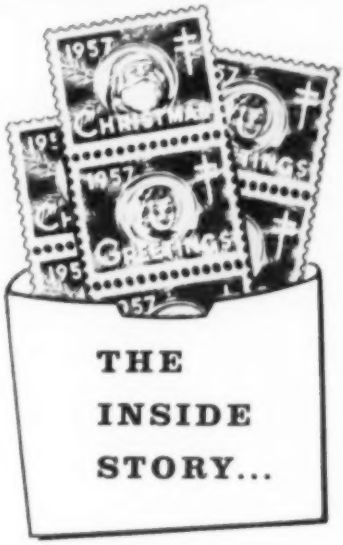
40" HOFFMAN EXTRACTOR WITH EXPLOSION-PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8258-4

1—10 hp. single-phase motor—same as new—$275; 1—2,500 g.p.h. Pantex filter motor-driven $350; 1 Model XCO 170 Hoffman press $175; 1 Pantex still $200; 1 XCO 56 $175; 1 XCO 5 $150; 1 XCO 4 $150; 1 Adjusta-Form $125; 1 Cissell spotting board $125; 1 set 4 Valstor puff irons $100. Write—phone—wire Lowell Kislia, Sickel's Laundry, 219 N. Seventh St., Burlington, Iowa, Phone PLaza 4-5718. 8263-4

HOYT MODEL C 40 lb. SOLVO-MISER, used 6 months. Guaranteed like new, cost $1,295. Make reasonable offer. **AAA CARPET CLEANERS,** Pittsburgh 32, Pa. 8268-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-37 Ninth St., Long Island City 1, N. Y., STillwell 6-6666. 8291-4

No rings, no re-runs with **LED!** 8276-4



THE INSIDE STORY...

Your Christmas Seal letter asks you to give to the fight against tuberculosis.

Christmas Seal funds have helped cut the TB death rate 95%... **yet TB still kills more people than all other infectious diseases combined.**

So use Christmas Seals from now 'til Christmas... and remember to answer the letter, please.

Buy and use Christmas Seals

NATIONAL CLEANER and DYER

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In November's National Cleaner & Dyer . . . .

How a Sideline Saved A Store

Christmas Promotion Pays Off All Year

How To Sell a 28¢ Shirt In a 22¢ Market

How a Custom Installation Stepped Up Production 20%

Watch for these and other dollars-and-cents features in your November issue

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OUR READERS SAY

Letter Exchange Wanted

To the Editor:

I would be very much interested in exchanging letters with an American in my field. I have been a spotter for years, and have learned dyeing and drycleaning. I hope eventually to come to America.

Could you put me in touch with a correspondent? I am 24 years old, married, no children.

HANNY LIEDTKE
Baumstrasse 11
Pforzheim, Germany

The above is a free translation of Mr. Liedtke's letter. He requests that any answers be in German.—EDITOR

Position Filled

To the Editor:

I wish to advise you that the vacancy for a production supervisor at our plant has now been filled; therefore, we should thank you not to send any more application letters for this position.

I will take advantage of this letter to thank you most cordially for your fine cooperation in seeking the right person for our plant.

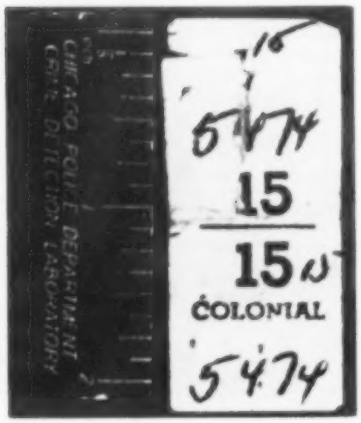
W. L. ROBINSON
Aprestos Sandrico, S. A.
Santiago, Chile

Is This Your Tag?

To the Editor:

This department is investigating the death of an unknown white man, taken from the Chicago River on July 3, 1957. We have not been able to identify him by fingerprints either in Chicago or in Washington, D. C. We are attempting to make an identification through cleaner's marks and tag found on his clothing.

This man was about 60-65, 5 feet 6 inches, about 130 pounds, had brown eyes, gray hair, small build, had false upper teeth. He had $229 and some keys on his person. He was wearing a blue sport shirt, "Colebrook" label, with a hand ink mark F 105 in the collar. He also wore a pair of "Bespoke" shoes, made by Bruce Currie Co. of Newark, N. J. (These shoes were made for the French, Shriner and Urner Shoe Co. at least six or seven years ago, made to retail for $39.) The pants were gray and had an ink mark 15 in the pocket. Also a white paper tag—Colonial 15—with a ticket #5474. Enclosed is a copy of tag.



We have checked here in Chicago for a Colonial cleaner, also have contacted several tag makers without success. It was suggested by your Chicago office that we contact you in New York. The particular type of tag is not familiar or generally used in this area. We would appreciate any listings of Colonial Cleaners in the East, or any help you can give us in this matter.

PATRICK J. DEELEY
Chief of Detectives
Chicago Police Department
1121 S. State St., Chicago 5, Ill.

Any cleaner who recognizes the tag reproduced here is asked to get in touch with the writer of the above letter.—EDITOR

Shirt Laundering in Jamaica

To the Editor:

We are contemplating extending our drycleaning service to our customers by including a shirt laundering service.

Before doing so, however, we would like to be fully equipped in the know-how. As this would be the first venture of its kind in the Island, our knowledge is limited to short visits paid to factories in America.

We are therefore soliciting the aid of your good offices in securing for us some literature that would be as comprehensive as possible.

V. L. BELL
Colonial Dry Cleaning Co.
Jamaica, B. W. I.

We attach tear sheets which we believe will supply most of the answers you seek. If you require additional information concerning layout or choice of equipment we suggest you contact the several manufacturers who advertise in our magazine. This will give you an opportunity to compare costs and production expectations for the different types available.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:
The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Israelis Wetclean

To the Editor:

I received your March 1957 Guidebook issue and have since ordered a yearly subscription. I would like to take full advantage of your reader service. So I will describe my type of work and you can send me on whatever information you think is best for me.

I am a one-man firm, using petroleum solvent in a 30-pound washer, separate extractor, both of Israel make, and an American-made tumbler. I press by hand, electric steam iron. My filter is a German one of 50 plates, each alternate one asbestos and plastic fiber. As most of my work is very heavily soiled as well as very sweaty I have to hand-wash in detergent over 90 percent of my output, even then there is spotting to be done.

Any literature that you have handy I can assure you I would appreciate very much indeed.

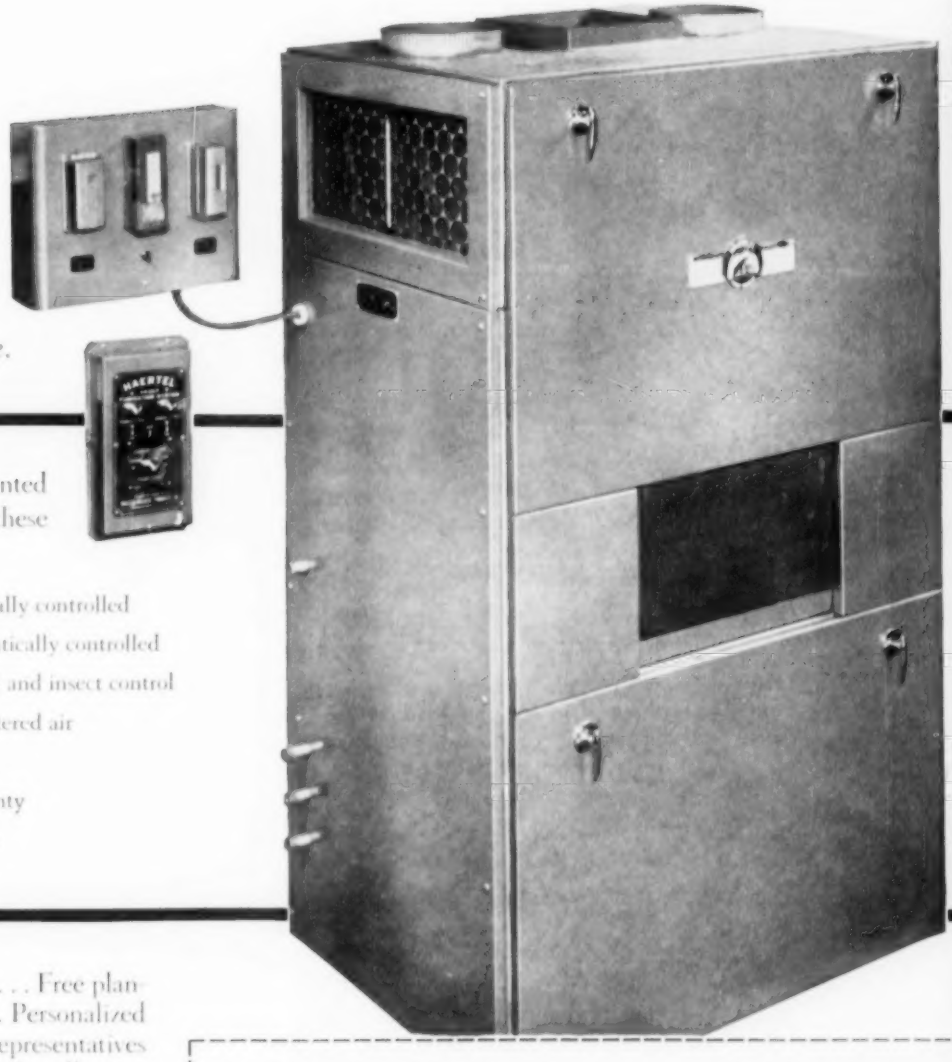
Incidentally, every plant in Israel does a large percentage of wet-washing although not as much as is necessary in my area.

MILTON MILLER
Miller's Dry Cleaning
Bnei Brak, Israel

It is interesting to note the amount of wetcleaning you do, since this was generally true in America before the advent of the charged system. Now, of course, this has been greatly reduced. The December 1956 issue of our magazine carried a very extensive report on charged-system cleaning.—EDITOR

Symbol of Quality...

Haertel Vaultmaster



A Vaultmaster Installation proves your Company's desire to possess The finest equipment For Garment and Fur storage.

The Vaultmaster is the only patented vault equipment made with all these features in one unit:

- ☆ Humidity—automatically controlled
- ☆ Temperature—automatically controlled
- ☆ Fumigation—for moth and insect control
- ☆ Ventilation—clean, filtered air
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- ☆ All units under warranty
- ☆ A size for every vault

Twenty-seven years' experience . . . Free planning and engineering service . . . Personalized service by our many regional representatives . . . Proven and tested supplies for all types of fur cleaning.

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FOR YOUR GARMENTS

Send for our Free Storage Vault Planning Kit

Have our experienced representative help you plan your vault. No obligation to you, of course.

WALTER HAERTEL CO. • 2840 Fourth Avenue South • Minneapolis 8, Minnesota

☐ Please send me the free storage vault Planning Kit.

☐ Have your representative contact us—no obligation.

Firm Name _____

Address _____

City _____ State _____

Signature _____

NEW Butler soap & solvent saver*

easiest way we know to save $800 a year

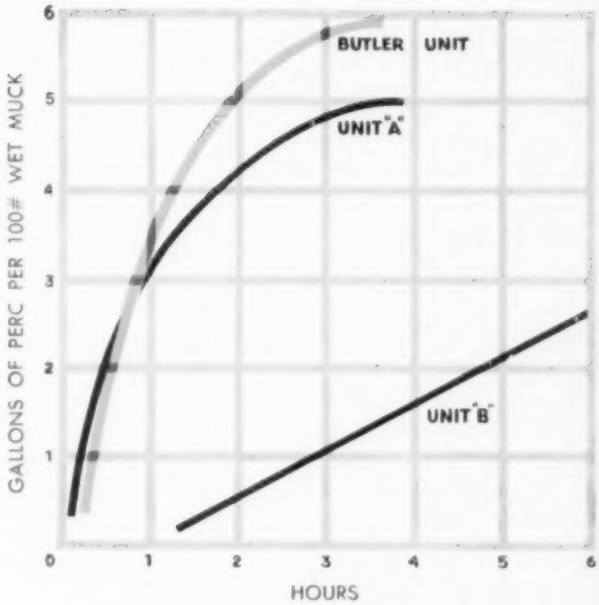
If you use as little as 20 lbs. of filter powder a week, you can recover well over $800 worth of solvent a year with the new Butler Soap & Solvent Saver—and with no more effort than turning a few valves! Jet transfer automatically removes muck from your filter every day. No bother, no clogging.

No daily cooking. Large holding capacity limits cooking to only once every one to three weeks, depending on the size of your synthetic unit and your volume.

No shoveling, no mess. After the solvent is reclaimed and returned to your unit, the "cooked" muck can simply be washed down the drain. What could be easier?

And that's not all. The Butler Soap & Solvent Saver also recovers ⅓ gallon of soap per bag of filter powder. No other muck cooker will save soap. And it can be used with any filter—old or new.

Yes, this is the easiest, most convenient, cleanest way we know to save big money every year. Ask your Butler representative for complete details.



See for yourself how the Butler Soap & Solvent Saver compares with ordinary muck cookers.

* Patent applied for

Remember . . . everybody is interested in your business . . .
Butler is interested in your success!

BUTLER
Our 56th year

BUTLER MANUFACTURING COMPANY

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